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Intercultural Contextual Differences of Wine Consumption

Interkulturní rozdíly v kontextu konzumace vína

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"I hereby declare that I elaborated the entire thesis including annexes independently and without use of others than indicated aids."

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Content list

1 Introduction

Wine has been produced in the world for more than 8000 years. It spread to all continents and became known globally. Certainly, the wine market evolved through time and became connected to culture and religion, and over the years, viticulture became a lucrative livelihood in its traditional markets. The latest shift in conditions in the market came together with globalization. Since the 1990s, the new-world wine countries changed the game and focus on marketing activities became necessary.

Every year, more wine is produced than consumed, therefore pressure on producers and marketers is high, since they have to come up with ideas that lead people to consume more. As the wine market is very competitive, gaining insight into consumer behavior is helpful for marketers to create a marketing mix fitted to their consumers. Many experts focus on creating strategies applied to the wine market, yet it applies differently from country to country as they are affected by culture and habits of its inhabitants. However, mapping the consumer behavior in each country and the reaction on its differences is just the first step. The effect of social and personal factors cannot be doubted. Thus, studying consumers closely allows to create segments of people based not only on demographic variables, but also based on their attitudes and behavioral attributes.

The following research paper will be focusing on the wine market of the Czech Republic and France, taking into account only people belonging to generation Y and Z. It aims to compare the contextual behavior of the wine consumption in selected markets. Furthermore, gaining knowledge about consumers' attitudes and preferences will be part of the research. Looking for differences between countries and generations and also other variables will help to create segments for effective targeting.

This diploma thesis is going to be composed of five parts. Firstly, theoretical issues of consumer behavior are going to be described giving the outlook about culture, social and personal factors, segmentation and purchasing process focused on consumption activities. The chapter characterizing global, Czech and French market will follow. The third part will be dedicated to research methodology followed by a chapter of research findings. In the end, recommendations will be formulated to help marketers who have an interest in the selected markets.

2 Theoretical Issues of Consumer Behavior

Understanding consumer behavior is beneficial for firms to improve business performance, to influence or educate people and to get insight on how people think, feel and behave. Since the mid 20th century, firms have shifted to a marketing orientation and concept of discovering customer needs and satisfying them (Kardes, Cronley and Cline, 2015). Incorporation of a holistic marketing orientation means fully understanding consumers and gaining knowledge about their daily lives as well as changes in their lifestyle. (Kotler and Keller, 2012). Having information like this allows for the development of a specifically positioned strategy or well-reasoned marketing communication (Keller, 2013).

2.1 Definition of Consumer Behavior

As the introduction outlined, Consumer Behavior is a core part of marketing. It deals with consumer in plenty of situations and aims to find understanding for all people's choices. According to Solomon (2009), *"Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants."* Alternatively, Kardes, Cronley and Cline (2015) state that *"Consumer behavior entails all consumer activities associated with purchase, use, and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede, determine, or follow these activities."* Both definitions stress that consumer behavior is not only about the moment of purchase or usage, but that it spans from intention of purchase to the instant of throwing the product away or donation. Also, a consumer can be anybody, a person, a family or institution. Each type of consumer has different consumer activities during a purchase, usage and disposal, and it is modified for different products in different time.

2.2 Influencing factors of consumer behavior

Individuals, groups, families and organizations all have their specific buying behaviors. Some are easily observable; for example, libraries, hospitals or any public organizations have rules specified for most of their purchases. Yet, when developing a new product, it is important to know how it is going to be used. Individuals and groups list neither their product criteria nor other factors. What influences their decision is an important question to ask. The answer is a personality, social factors and culture (Kotler and Keller, 2012).

2.2.1 Culture

According to Kotler and Keller (2012)" *Culture is the fundamental determinant of a person's wants and behavior."* People tend to behave according to norms and values that are natural in their own culture or in the culture to which they acculturated. It affects everybody every day; it comes through anything from beverage choice, choice of apparel, or selection of activities during the day. It is obvious that each culture's consumer behavior is different. A pure definition of culture was formulated by Hofstede as "*the collective mental programming of the human mind which distinguishes one group of people from another."* Since most people are already mentally "programmed", marketing strategists adapt the marketing mix so it fits into norms, customs and conventions in each country. However, there are global brands that managed to influence subsequent manifestations of cultural identity and ethnicity, e.g. Coca-Cola. Yet, adaptation to local market – and therefore gaining knowledge about it – is a necessity (Pikturniene, 2005). Companies often adjust their program not only to cultures, but also to smaller integrated groups, such as subcultures because identifying them is often more accurate (Kotler and Keller, 2012).

2.2.2 Social factors

In daily contact with people around us, we get easily affected by our social environment. The closer the people are to us, the more influence they have. To know how to cope with this influence, we need to follow up on reference groups and family.

Reference groups

Reference groups are groups of people who directly or indirectly affect our attitudes or behavior. We can classify these groups as primary groups of people who we meet regularly in informal occasions, or secondary groups such as religious, professional, and trade-union groups that are often more formal and interaction among members less frequent.

Influence of reference groups consists of exposure to new lifestyle and behaviors, in pressure on attitudes and self-concept, and creation of pressures for conformity that may affect product and brand choices. These influences work based on an instinctive human need to belong somewhere – and buying avowed products is a relatively easy way to fit in. In this case, we talk about aspirational groups, or groups we want to be in. On the other hand, there are dissociative groups whose values and attitudes we reject, thus we avoid behaving and buying products like its members (Kotler and Keller; 2012).

An important term associated with reference groups is an opinion leader. An opinion leader is usually an active member of a refence group who has confidence, is socially active, and has frequent experience with some product category. This person usually gives advice to peers in the group and his guidance is usually accepted. For marketers, it is a great opportunity to reach only one person to advocate for brand in his social network with great impact (Kotler, Keller; 2012).

Family

Family is the most influential reference group. Firstly, there is family of orientation, which is a family we are born into. An orientation toward religion, politics, and economics and a sense of personal ambition, self-worth, and love is formed there and it even if we are no longer in contact with parents, it still affects our behavior (Kotler, Keller; 2012)

Secondly, there is family of procreation which influences us in everyday buying behavior. It consists of spouses and children. In the past, it used to be common that shopping role in the family is held by the wife. However, this unwritten rule has changed and it is necessary to no longer target only women in the case of everyday shopping. The decision about cars, vacation and other major purchases is shared between partners and marketing can have different effect on men and women. The children are easily affected by television and they often persuade parents to buy desired brand or product (Kotler, Keller; 2012).

2.2.3 Personal factors

Personal characteristics to affect consumer behavior are various. They come from the core of the person, and sometimes motivations and played out behavior are hard to analyze. Interpersonal factors include personality, self-concept, age or stage of the life cycle, lifestyle, values, occupation and economic circumstances (Kotler, Keller, 2012).

Personality

According to Kotler, Keller (2012) a personality is "*a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli (including buying behavior).*" People do not behave the same in all the situations, but some of them have tendencies to act similarly. Their personalities are similar, so their psychological characteristics affect the cognitive, affective and behavioral reactions alike. In consonance with Multiple Trait Theory, personality traits represent consumers' tendencies to respond in certain ways. The five basic traits are outgoingness, agreeableness, conscientiousness, emotional stability and intellect. This model can be used to explain

consumers' bargaining and complaining behavior, voting behavior and alcohol abuse. Based on that, we can appoint personalities of people who have tendencies to have specific consumer behaviors, such as compulsive buying or attentive reading of instruction slips (Kardes, Cronley and Cline, 2015).

Self-concept

For most people, it is natural to decide and behave based on who they are. In context of consumer behavior, the term *Self-concept* is used to describe "*the totality of individual's thoughts and feelings regarding him or herself as an object,"* as defined by Rosenberg (1979) (cited from Kardes, Cronely and Cline, 2015). This can then be divided into role identities, personal qualities and self-evaluations (Kardes, Cronley and Cline, 2015).

Role identities are usually stated and shared publicly, such as religion, ethnicity, race and career. Some of them are visible, therefore they seem transparent. Yet, the perceptions of people vary (Kardes, Cronley and Cline, 2015).

What distinguishes people one from another are personal qualities. The character attributes influence daily behavior and provide consumers opportunities to play out their role identities. Yet, predictions based on personal qualities are not broadly used because every person reacts differently in diverse situations and it is hard to map them all (Kardes, Cronley and Cline, 2015).

People also perform based on self-evaluations. Based on what people think of themselves, they act to fulfill their own internal assessment and expectations of their being. If somebody perceives himself as a sportive person, there is a higher chance that this person will join a sports team. Marketing stimuli can make our self-evaluations follow higher standards and create a need to buy more expensive things or to buy things from popular brands. In this case, the consumer identifies himself with his ideal-self and the brand. If marketers want people to remember something about the brand, they should communicate things consistent with actual self-concepts (Kardes, Cronley and Cline, 2015).

Age and stage in the life-cycle

Generally, consumers' tastes and preferences change with age. More importantly, peoples' needs change with important life events such as weddings, child birth, university life, death of the spouse, illnesses, or relocation. These events create new needs of consumers and marketers should react on entering of next stages in the life-cycle (Kotler and Keller, 2012).

Occupation and economic circumstances

Occupation also influences consumer behavior. Identification of occupational groups that have higher interest in some brands more than usual helps adjusting products and services towards their needs (Kotler and Keller, 2012).

Economic situations also influence how much people spend, or don't spend. Some brands do better during recessions, while others focus on luxury for times when the economy is growing and people have higher disposable incomes. People also decide based on how big their personal savings are, as they perceive different levels of risk over time (Kotler and Keller, 2012).

Values and lifestyle

A lifestyle is composed of activities, interests and opinions that create a pattern of living. People from the same subculture, occupation or social class may have quite different lifestyles. The opinions and interests reflect into certain consumer behavior; therefore, it is important to identify lifestyle groups and analyze the connection towards brands. Dividing people based on whether they are financially constrained or time constrained is important to distinguish lifestyles. Sometimes people do not realize that they are performing certain lifestyle, yet knowledge about it helps marketers (Kotler and Keller, 2012; Hawkings and Motherbaugh, 2010)

Influence of core values and belief systems takes effect in the long-term. Choices and desires in the long-term affect attitudes and desires of daily life. From a marketing point of view, appealing to values can influence purchase behavior (Kotler and Keller, 2012).

2.3 Segmentation and positioning

From a marketing perspective, anticipation of customer wants and needs helps to create adequate product offerings. Yet, each consumer has different wishes and images of how the product should look like, therefore matching product to right consumers can be efficiently done by segmentation and positioning (Kardes, Cronley and Cline, 2015; Kotler and Keller, 2012).

Market segmentation is a process of creating internally homogenous groups of people who share common needs, characteristics or behaviors, and then targeting one or more of those segments with a distinct marketing mix. Some segments are very competitive and saturated, while others are underserved and present opportunities to conquer a part of the market by focusing resources and efforts efficiently. After the market is segmented, the firm can choose appropriate segments to target. A target market is a market to which marketing activities

directed, thus its selection should be based on strategic analysis of environment together with matching firm's capabilities and resources (Kardes, Cronley, Cline and 2015).

The next process after segmentation and selection of target markets is positioning. According to Kardes, Cronley and Cline (2015) positioning is *"a process of communicating with a target market through the use of marketing mix variables – a specific product, price, distribution channel and promotional appeal – in such a way as to help consumers differentiate a product from competitors and understand how a particular product best satisfies their need."* Positioning for a product or a brand can be created based on points-of-parity and points-of-difference and matching them with a target audience. This means that the offer and communication will underline a basic disposition that consumers expect and something that differentiates the product from competitors and makes it special. The point-of-difference should be chosen to appeal to target audience (Keller, 2013).

As creation of segments is a very sensitive consumer focused process, the following subchapters will focus on segmentation criteria.

2.3.1 Demographic segmentation

Demography, as a science, refers to statistical study of human populations. Demographic criteria for segmentation are easy to measure, so even if criteria are described in lifestyle or personality, it is linked back to demography. Key metrics important for marketers are age, family size, family life cycle, gender, income, occupation, education, religion, race, nationality, and social class (Kardes, Cronley and Cline, 2015; Kotler and Keller, 2012). Many intuitive market segments are based on age. It defines how people communicate, shop, see the world and affects their attitudes as well. It is also reflected in needs and wants and different approaches to solutions. Age cohorts are often used to create groups of people who experience common social, political, historical and economic conditions and have similar tendencies in consumer behavior (Valentine, 2013).

Generation Y

Generation Y, also known as the Millennials or Echo Boom, is composed of people born between 1977 and 1995 (Kardes, Cronley and Cline, 2015). In 2018, this generation is composed of people who are 23 to 42 years old. What is special to this age cohort, is that Millennials are heavily influenced by the internet and technology as they have used it since they were little. Its members are individualistic, well-educated, technologically savvy, mature, structured, trustful and tolerant and they often support social causes and socially responsible

companies. Not only that they support social causes, they also pay attention to the message of the company (Valentine, 2013). For marketers, generation Y is a challenge because they get information from each other, but they do not react on traditional advertising. Addressing them can be done through social sites, concerts, extreme sport events, movies, video games or tattoo parlors (Kardes, Cronley and Cline, 2015; Valentine, 2013). In wine market, Millennials perceive high risk of wrong choice of the wine as they have a concern for the social benefits of bringing and drinking "the right one". They decide based on the label design and provided information about taste, but mostly, they buy products that have been recommended by friends (Atkin and Thach, 2012).

Generation Z

Generation Z includes people born in the later half of the 1990s through the late 2000s. Concretely for this study, we consider generation Z as people born in 1995 and younger, so in 2018 they have less than 23 years. This group is also called Echo Bust or Gen I, due to me-centric attitudes. Yet, they already have shown interest in socially-conscious activities. They have high self-esteem, they are often over-scheduled, well-traveled and uniquely mature for their age. They have a lot of similarities with generation Y but they respond to powerful advertising and branding, prefer written communication over verbal and more often assess paid media. Traditional and persuasive advertising do not work for Gen I but offering a unique selling proposition featuring nonconformity message stimulates product trial and helps in sharing awareness (Kardes, Cronley and Cline, 2015).

2.3.2 Geographic segmentation

In geographic-based segmentation, markets are divided based on physical location of potential customers. It can mean that the market is divided based on the countries or on the size of the town or region. Assumption to create segments based on these criteria is that consumers in the same area have similar needs and preferences of products and services.

Combination of geographic and demographic segmentation is sometimes called zip-code marketing. It relies on the common tendency that people tend to live around people that are similar to them. Using zip-code in loyalty programs simplifies making bases or segmentation (Kardes, Cronley and Cline, 2015, Hawkings and Motherbaugh, 2010).

2.3.3 Psychographic segmentation

Psychographic bases of segmentation come from the measurement of the lifestyle, attitudes, beliefs and social values. To get an insight on attitudes, interests and activities,

researchers use large batteries of questions and then develop the consumer psychographic profiles. Whereas demographic analysis focuses on who buys the products, the psychographic analysis only provides the context. It also does not explain why the products are bought (Kades, Cronley and Cline, 2015). The VALS is a widely used psychographic segmentation system that is based on enduring psychological characteristics that correlate to purchase. The respondents are evaluated based on their primary motivation and their resources and segmented into groups or innovators, thinkers, believers, achievers, strivers, experiencers, makers and survivors (Hawkings and Motherbaugh, 2010).

2.3.4 Behavioral segmentation

Based on preference for a particular product attribute or benefit, usage occasion, rate of product usage or loyalty status, the behavioral-based segmentation can be conducted. Even if not everybody buying the same product has the same needs and wants and the same benefits from it, benefit-based segmentations are a widely used approach as it identifies why people buy the product and it has clear marketing implications. For example, Constellation Brands identified six benefit segments in the U.S. premium wine market based on behavioral variables and connected them with demographic indexes. Knowing that segments defined as *Enthusiasts, Image Seekers, Savvy Shoppers, Traditionalists, Satisfied Sippers* and *Overwhelmed* exist, the unique selling proposition for each segment can be made so everybody can find a bottle that offers what people look for (Hawkings and Motherbaugh, 2010; Kotler and Keller, 2012).

Regarding the usage occasions and product usage, it describes purchasing and consuming products at different times of a day, seasons, events or occasions. Some of the products can be tailored for segments of light or heavy consumers of the product. To distinguish these segments, many firms practice customer loyalty programs that not only motivate customers for more purchases, but help to gather data about them to better address them (Kardes, Cronley and Cline, 2015).

3 Characteristics of Czech and French Wine Markets

Wine is an alcoholic beverage and its origin comes from Neolithic times, approximately 6000 BC. It comes from Middle-East and since its beginning it was connected to religion and trade. It was traded to Modern Kurdistan, Ur and Babylon, later to Lebanon or Egypt and got to the Mediterranean. Spreading wine culture in Europe was also developed thanks to the Greeks and Romans and their imperial conquests. In time of Renaissance, wine got spread to America because of colonialism. In consequence, the wine is today known all around the World and wine industry became very competitive (Charters, 2006).

Due to its global spread, it is important not to speak only about countries of the interest - Czechia and France, but also to mention global characteristics to form a context for two selected countries. Therefore, in following chapter production, consumption and its trends in global context will be described as well as in French and Czech market specifically.

3.1 Global Wine Market

Market of wine is one of the most dynamic in the World. Harvest and production varies throughout years but the trend says that consumption is smaller than supply. Thus, market is very competitive and managers need to react on continuous problem how to develop and make profit (Festa, 2016; OIV, 2017).

In definition, there are 2 types of wine markets (Regnerová, 2016):

- old-world countries of wine, composted of France, Italy, Spain and other European countries, North Africa and Near-East;
- new-world countries of wine, composed of American countries, South Africa, Australia and Asia.

Groups are divided based on history of viniculture but attitude towards wine markets are also based on approach to make profit in competitive market. Traditional, old-world countries still focus more on production itself than marketing activities and aim to compete by quality. Contrariwise, new-world countries focus more on marketing and salesforce. Indeed, quality is also important but marketing approach is significant for new-world countries. They are more flexible and react on consumer needs (Festa, 2016). Late comers to the market did not follow technology and market experience of old-world countries and created their individual processes using their knowledge. The process of catching up with old-world countries stared in 1990s by the reaction on the changing needs of international market. Product standardization, economies

of scale accompanied by modern technology and market innovation were some of the conditions to build a new market position. Old-world wine producers during the last 30 years faced the decline of their market share, yet they remained in leading position. The position is protected by slower market dynamics in agriculture and by long cultural tradition supported by protected territories and tradition. (Morrison, 2017)

3.1.1 Grape and wine production

The surface area under vines has been stable since 2008 and its size is 7.5 million hectares. Half of the world vineyard is in 5 countries: Spain (14%), China (11%), France (10%), Italy (9%), Turkey (7%). The size of vineyards is relatively stable but global grape production varies every year. In 2015 there were 77.3 million of tons of grapes produced and the overall trend since 2000 is growing with casual decreases. 39% of wine production is from Europe, 34% is from Asia and 28% from America. Grapes are used to make wine, juices, raisins or to be consumed fresh. However, production is raising but less of the grapes are used for wine production. Between years 2000 and 2015 usage of grapes for wine production dropped by 10 percentage points (OIV, 2017).

Production of wine in 2016 was 267 million hectoliters, in 2015 it was 276 million hectoliters. The highest production was in Italy (19.1%), France (17.1%) and Spain (14.7%), followed by the USA (11.8%) and Australia (4.9%). Even though China is the country with a second highest size of the vineyard, it does not focus on wine production (3.5%) and leaves this domain primarily to old-wine countries (Anderson, Nelgen and Pinilla, 2017).

3.1.2 Global consumption

According to the data of Wine institution (2015) the consumption of alcohol in 2015 was 240 million hectoliters. The biggest consumers are citizens of USA (13.4%), France (11%), Italy (8.3%), Germany (8.3%) and China (6.5%). Czech Republic ranks as 28th with its consumption 0,81% of global consumption of Wine.

According to World Health organization, in 2016 the most drank alcohol globally is in the form of spirits (50.1%), followed by beer (34.8%). Only 8% of recorded consumed alcohol is wine. However, in European market wine represents more than one fourth of alcohol drank in the area (WHO, 2016). Curiosity of European market also comes from the fact that there are not so many people like in other regions but the most alcohol per capita is consumed and common ratio of consumed wine is the highest. In 2014, there were European countries whose share of wine in total consumption of alcohol has been above 50%, such as France, Italy,

Portugal and Croatia. In those countries wine industry plays a significant role (Anderson, Nelgen and Pinilla, 2017). Yet, big countries with lower preference of wine consume more due to its size as illustrated by USA and China.

Focusing on alcohol consumption per capita, according to Wine Institute (2011), in Vatican City consumption 62.2 liters per capita is the highest volume, followed by Andorra (50,39 liters per capita) and Luxembourg (49,11 liters per capita). Seeing that these countries are rather small and have low impact on global market, it is possible to observe data from Anderson, Nelgen and Pinilla (2017) who abstract from countries with low volume of production and consumption. In 2014 consumption per capita was 44.3 liters in Croatia, in Portugal 42.8 liters and in France 41,8 liters (Wine Institute 2011, Anderson, Nelgen and Pinilla, 2017).

3.1.3 Global consumption trends

Global trend documented in 2005 – 2010 by World Health Organization (2014) is that alcohol consumption per capita is growing, especially because of marketing and economic growth in China and India. Europe continues in the trend of being leader in consumption of alcohol per capita and consumption of wine per capita. (WHO, 2014). Global wine consumption in last 16 years grew by 15 million hectoliters. This rise can be commented as relatively stable with peak in 2007 and 2008. North America, Chile, Scandinavia and Baltics, Central and East cost of Asia are regions where increase in wine consumption was documented since 2008 (OIV, 2017). The steady increase in demand for wine in non-producing countries is observable since the end of 1970s (Anderson, 2004) and the trend has not stop. Since 2000 to 2012 Chinese wine consumption rose almost 5 times and popularity continues to rise (Anderson, Wittwer, 2015).

Also, we need to admit that wine is known worldwide, but it is not drunk globally because there is part of World where people are abstainers because of their beliefs or policy (WHO, 2014).

3.1.4 International Wine trade

According to International organization of Vine and Wine (2017) 104 million of hectoliters of wine of the value of 29 billion EUR were traded in 2016. Since 2000 trade grew up by 44 million hectoliters and by value of 17 billion EUR. Trade is continuously rising with only drop in 2009 (OIV, 2017).

World trade of wine can be divided by type of product into sparkling, bulk or bottled wines. Sparkling wine in volume of 7.9 million hectoliters in value of 5.3 billion EUR has been

shipped in 2016. Since 2012 sparkling wine had the biggest percentage ratio rise of its volume and value. Bottled wine in volume of 55 million hectoliters and value 20.8 billion EUR has lower volume but bigger value than in 2012. Bulk wine of volume 38.3 million hectoliters and value of 1.8 billion EUR have not changed its volume but value lowered by 1% since 2012. These changes in trade show how attractive sparkling wine is and how importance of value of bottled wine rises in terms of value (OIV, 2017).

In terms of Value, the most exporting country is France (8.2 billion EUR, 14.1 million hectoliters) especially thanks to their exclusive sparkling wines and quality bottles. Seconding by Italy (5.6 billion EUR, 20.5 million hectoliters) and Spain (2.6 billion EUR, 22.9 million hectoliters). After dominating old-wine countries, fourth largest exporter by value and volume is Chile (1.7 billion EUR, 9.1 million hectoliters). Australia, USA and New Zeeland exported in value more than 1 billion EUR each (OIV,2017).

Germany, United Kingdom, USA, France and China are among 5 most importing countries. Germany with its 14.5 million hectoliters is the most importing country by volume and gets 3rd place by imported value (2.5 billion EUR). Second United Kingdom imported 13.5 million hectoliters (in value of 3.5 billion EUR – 2nd place. Third most importing country is USA (11.2 million hectoliters) but it is leading in the value of imported wines (5 billion EUR). None of the typical old-world country is among top 10 importing countries by its value but we can find France among countries who import the biggest amount. This fact can be justified by culture and relationship of consumers to national product. Czech Republic 16th most importing country by value (1.6 billion USD) (OIV, 2017).

3.2 Characteristics of the Czech wine market

For Czech market wine is not the usual consumer's choice number one. Spirits and beer are drunk more than wine. Czechs are usually connected with beer and its consumption stands for 54% of total consumption of pure alcohol (WHO, 2014). Yet, wine has its position among Czech consumers of alcohol. Many traditions are connected to wine rituals and there is the area in Moravia, where production has its root and therefore there is a population whose alcohol choice is the most likely wine. The most typical wine region is Morava where most of the Czech wine is produced. Its sub-regions are called Znojmo, Mikulov, Velké Pavlovice and Slovácko and are often associated with numerous wine festivals and wine tourism. The wine region of Bohemia is composed of sub-regions Litoměřice and Mělník and it is very fragmented. Only 5% of Czech wines is produced in Bohemia, therefore the Czech wine is usually addressed as Moravian wine (Wine of Czech Republic, 2015).

Figure 3.1: Wine regions in the Czech Republic

Source: Stloukal

3.2.1 History

Even though Czechia is not considered as a typical land of old-world wine countries, there is proof that the tradition is very old. Around year 200 AD vineyards were established in the colonies North of the Alps, nowadays Czech lands around Pálava included. The time of the Great Moravian Empire left proofs in Slav settlements such as pruning knives and grape seeds. Legend says that the first wine was sent to Bohemia by the Great Moravian Prince Svatopluk to Bohemian Prince Bořivoj to celebrate the birth of his son in the year 892. At this time, Bohemians started to adopt Christianity and started to establish vineyards as well. Rapid expansion to the warmest parts of Czech lands followed during the upcoming century. Vineyards were built preferably on hills on southern slopes that were close together. The advantage of this approach lies in the fact that vine could handle the slope better than other agricultural products and it was easy to guard and count how much tithe payments should be given (Wine of Czech Republic, 2015).

During the years, many centers of viticulture were established. Since 14th century export and import of wine started to be limited. Protectionism occurred in several cases, wine makers were protected primarily from import from the south, but with a lot of exceptions which supported the overall business. In the 17th century, establishing of new vineyards stopped and wine production culminated. Winemaking lost its profitability due to overproduction. In the upcoming century wars affected the level of production as well as the level of population so there weren't enough workers. In 1837 a drop in the vineyards of Moravia and Bohemia was documented, in 1930 the lowest area of vineyards was documented. After the fall in production,

the new rush of interest helped to develop wine making techniques. Most of it was inspired by an Austrian method developed by Lenz Moser. The creation of rather big companies, state firms and agricultural cooperation helped to find resources for mechanization (Wine of Czech Republic, 2015).

To document the end of the 20th century and beginning of the 21st century, there is a need to mention the legislation which is strongly connected to the entrance to the European Union (EU) as the law had to be adjusted. Moreover, transfer towards a free market economy caused converting the viticulture practices to a mass production system. Ensuring profitability was a goal that had to be achieved by technological advantage and economies of scale along with meeting market needs (Wine of Czech Republic, 2015).

3.2.2 Wine production

Production of wine has been quite stable in past years. In the wine season of 2016/2017 the production was 617 thousand hectoliters and the estimation for next year is 636 thousand hectoliters. Vineyards had a surface 15.8 thousand hectares of productive vines. More concrete, two thirds out of the total wine production are white branches and one third are red branches. The most produced varieties of wine are Veltliner Grün, Müller Thurgau, and Riesling. The most planted red wine varieties are Saint Laurent, Lemberger, and Zweigeltrebe. Most of the wine is produced in regime under protection of EU – Protected designation of origin (PDO) and protected geographical indication (PDI) (Ministry of Agriculture, 2017).

The level of production is stable and will remain stable in future due to quotas involving building new vineyards or its augmentation. The quota changes every year, but its top was 180 ha per year (Ministry of Agriculture, 2017).

3.2.3 Wine consumption

Consumption of spirits steadily decreases, on the other hand consumption of wine increases. Wine is becoming more popular in Czechia, since year 2000, the consumption raised by 3 liters per capita. In 2016 consumption of wine per capita was 19.6 liters, therefrom 1.1 liters of sparkling wine (Aktuálně, 2017). In total it counts for 199 million liters consumed which stands for 0.8% of global consumption which makes Czechia the 28th most wine drinking country. Raising consumption of wine opens door from higher import, the Czech production remains rather stable (Wine Institute, 2015). Value of consumed wine is approximately 6 billion CZK – this amount includes both domestic and imported wine (Ministry of Agriculture, 2017; CZSO, 2016ab). Czechs consume preferably local, high quality, especially light red wines.

Rising reference of rosé and prosecco is documented during past years. However, despite the preference of local wine, Czech production covers only one third of the consumption (Euromonitor, 2016a).

3.2.4 International trade

The Czech Republic is a country which imports more wine than exports. Development since 2007 showed that negative balance of international trade keeps rising, e.g. In 2007 there was imported wine in value 3143 million CZK and exported wine in value of 293 with the balance -2850 million CZK. In 2016 import is documented in value 2256 million CZK and export 427 million CZK with the balance -3829 million CZK. On average the balance of international trade is falling by 100 million CZK every year. This trend goes along with the slowly rising consumption of wine while domestic production cannot be enlarged proportionally (Ministry of Agriculture, 2017).

The leading country in import by value is Italy (1.042 billion CZK), followed by France (783 million CZK), Spain (599 million CZK), Germany and Hungary. Approximately 86% of imported wine are from EU, the rest is mainly from Moldavia, Chile and Republic of South Africa. In financial terms, 84% of imported wine by value comes from the EU. The total imported volume of wine is 1.4 million hectoliters and main importers by volume are Italy (27%) and Spain (26%) (Ministry of Agriculture, 2017).

The volume of export has been falling in last 3 years. In 2016 it was 61.1 thousand hectoliters, which is 43% less than year before. In value, Czechia exported wine for 427 million CZK mainly to Slovakia and Poland. The export goes in 95% to the EU and this wine holds for 81% of the exported value (Ministry of Agriculture, 2017).

3.2.5 Market structure

By the end of 2016, there were 18.6 thousand vinicultures registered. Only 1% of vinicultures have a vineyard bigger than 5 hectares and they control over 40% of Czech vineyards. More of these little vinicultures can be owned by one company, thus the wine market is becoming more concentrated and in control of big companies (Ministry of Agriculture, 2017).

The biggest wine producer of 2017 is the company Bohemia Sekt which includes well-known brands Habánské sklepy, Víno Mikulov, Chateau Bzenec a Vinařství Pavlov. This company holds its market share thanks to sparkling wine, which became symbolic for celebrations and represents guaranteed quality and thanks to many still wine brands that are connected to the tradition of Moravia. Its production represents 172 thousand hectoliters of

wine, a big part of it is sparkling wine. The second largest wine company is Bulk wine trade, with a volume of 50.6 thousand hectoliters and the third is Vinařství Velké Bílovice (46,9 thousand hectoliters). These companies do not have vineyards or have only minimum of it and they resell mostly bulk wine. Among top 10 producers are also Zámecké vinařství Bzenec, Znovín Znojmo or Chateau Valtice - Vinné sklepy Valtice that produce wine from grapes from their vineyards. The biggest producers of grapes are Vinofrukt with vineyards bigger than 500 hectares, Vinařství Mikrosvín Mikulov and Neoklas (Aktualne, 2017; Bohemia Sekt, 2017).

According to Centre for the Promotion of Imports from developing countries (CBI) Czech market is not saturated yet. As Czech production does not have the capacity to maintain the market, there is a huge opportunity to import, especially red wine. Two thirds of the market are composed by imported wine (CBI, 2017).

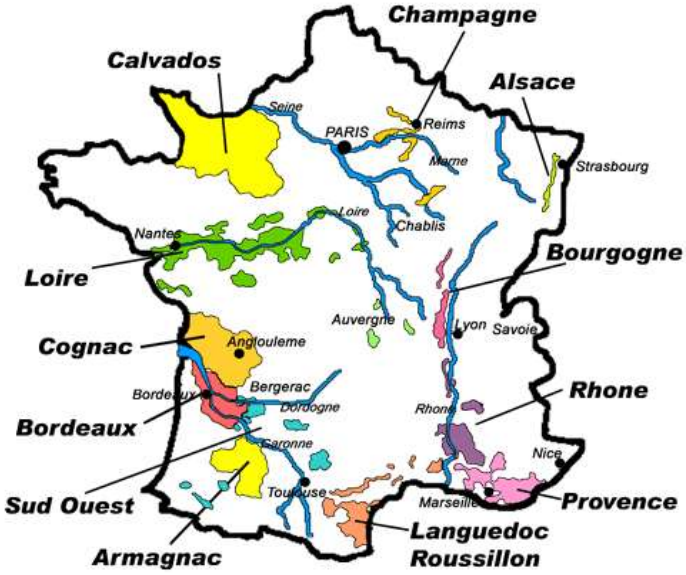
The wine is most often bought from supermarkets and hypermarkets (70%), 13% of wine is bought from small grocers, 10% of purchases are from restaurants and only 7% of wine is bought from specialized retailers. Market researchers also see opportunity in selling through online shops because their share has been continuously growing (CBI, 2017).

3.3 Characteristics of the French wine market

France is one of the most typical wine countries. It holds a long history connected to establishment of various unique wine brands, terroirs and methods. According to WHO, wine is an alcoholic drink, which is the most popular in France, 56% of alcohol consumption in pure liters came from wine in 2010. Overall consumption of alcohol is steadily decreasing. However, not so many restrictions are made against alcohol consumption like in other European countries. It is possible to drink alcohol and drive a vehicle in the limit of 0,05% of blood alcohol concentration (WHO, 2014).

Although “French wine” is already a resonating term, it is very usual that people worldwide distinguish French wine according to the region it was made in. There are many regions and terroirs with resonating names: Alsace, Beaujolais, Bordeaux, Bourgogne, Champagne, Charentes, Corsica, Jura, Languedoc, Provence, Roussillon, Savoy, South-West, Loire Valley, Rhône Valley (Vin de France, 2013).

Figure 3.2: French wine regions



Source: Sperger

The fact, that the viniculture is the one fifth of agricultural production, underlines the importance of wine culture and production in France. It is one of the pillars of the economy and cannot be displaced.

3.3.1 History

The history of French wine starts in 6th century BC during the foundation of the town of Marseille by Greek Phocaeans. Yet, history of viniculture is mostly connected to the Gallo-Roman era because they brought viticulture to what it is today. After the fall of the Roman Empire, wine had already a established trade commodity. France is a country with strong Catholic roots; as this religion was gaining importance in medieval times, Church got strong influence on winemaking and it was perfecting vines such as Champagne. Overall Catholic Church was the biggest vineyard owner (World Wine Tours, 2018, Vins de France, 2013).

Expansion of French vineyards in the 16th century was stimulated by the Dutch who gave the idea to distill wine and make *Brandevijns.* As they imported white wines to France to make them produce it, one century later brandies of Cognac and Armagnac became successful on European market with the idea being originally Dutch (Vins de France, 2013).

In the 17th century corks and bottles became the norm. It made export easier to control. An additional factor that helped the wine culture development in France was a railway that brought wine to the rest of the country (Vins de France, 2013).

The biggest shock in viticulture came in the 19th century when the vine louse invaded most of the vines in Europe and viticulture was almost decimated. Some vineyards were recovered very quickly thanks to immune root stock that could be grafted. Emperor Napoleon III ordered to develop a classification system to recognize best wines of Bordeaux in 1855. The system of *Crus* was subjective but it is used until today with some changes. It was fully adopted in France since 1930 and it gives terms to the level of quality (Vin de France, 2013, France AgriMer, 2018):

- SIG - wines without geographical identification (Sans Identification Géographique),
- IGP – wines with geographical protection (Indication Géographique Protégée),
- AOC/AOP – wines of denomination of origin controlled/protected (des vins d'Appellation d'Origine Contrôlée/Protégée). This group contains wines destined to Cognac production.

3.3.2 Wine production

In the wine season 2016/2017 the production of wine was 44.3 million hectoliters which stands for 16% of worldwide production and makes France the second biggest producer after Italy. The value of produced wine is 11.6 billion EUR. Production of wines of the highest label AOC/AOP represents 58% of the production (21.3 million hectoliters, with 7.5 million hectoliters for Cognac production). Wines of IGP represent 35% of production, at the last 7% are other wines, SIG included. The most produced wine par color is red (France AgriMer, 2018, France AgriMer, 2017).

3.3.3 Wine Consumption

France is the second biggest consumer of wine in the World. There are 27 million hectoliters drank in 2016, which stands for 11% of World's consumption (OIV, 2017). The consumption is slowly decreasing over the years, yet 40 liters per capita per year are drunk in France. The most preferred is red wine (51% of consumption), followed by rosé (31%) and white wine (18%), compared with 2015 white wine consumption increased while consumption of red wine decreased (France AgriMer, 2018).

3.3.4 International trade

The export of French wine was 14 million hectoliters in 2016 with a value of 8.25 billion EUR. Overall, the value of export has been stable already for 5 years. The biggest part of trade is composed of still wines of AOP and together with Champagne it is the most profitable and

creates three fourths of the exported value while it is only half of the volume. The countries to which France exports the most are Germany, China, The Great Britain and USA. The USA and Great Britain are the countries that bring most of the money. To some extent, French wine is exported to almost all the countries in the world. It is the third biggest wine exporter by volume, but the first by value. Some brands are a symbol of luxury. However, in a growing global market French wines lost its impact especially in the offer of middle class and entry level (France AgriMer, 2018).

France has imported 7.52 million hectoliters in 2016. The import has been steadily rising in the past 5 years in volume, but decreased in value. Value of import in 2016 was 670 million EUR. Countries who import to France are mainly from EU, Spain is the most importing country (7% of imports). These wines are mainly imported bulk and allow to cover demand for French wine as it is processed afterwards. The balance of trade is 7,58 billion EUR (France AgriMer, 2018).

3.3.5 Market structure

In 2015, there were 87 400 wine makers in France (GAIN, 2015). The leading position of the market is held by the company Castel Frère which is also listed as the sixth wine producer of 2016 (Euromonitor, 2016b; BKWine Magazine,2017). Castel Frères is a market leader thanks to a total volume share of 14% and focuses on IGB wines and lower category unbranded market with an average price of 2.50 – 3 EUR per bottle. Its portfolio includes brands Roche Mazet, Cambras, Ormes de Cambras, Baron de Lestac, Jean Valestrel, Aimé Roquesante, Sidi Brahim, Boulaouane, Vieux Papes and La Villageoise (Euromonitor, 2016b). According to Anderson (2016) French brands Moët et Chandon, Veuve Cliquot, Dom Perignon and other brands of sparkling wine are among the 20 World's most powerful wine brands of 2015. Their strong position on global market mirrors their position in their national market.

In 2017 the preferred distribution channel to buy wine were supermarkets and hypermarkets (74%), only 29% of people shopped at wine shops or in a specialized shop and 18% directly from the producer. Only 5% of people made their purchases online (YouGov France, 2017).

The turnover of the French viticultural sector is estimated at 27 billion EUR (France AgriMer, 2018).

4 Research Methodology

The research examining consumer behavior on the wine market is based on a paper written by A.P. Silva et al. published in magazine of Food Quality and Preference. The paper *"Functional or Emotional? How Dutch and Portuguese Conceptualize Beer, Wine and Non-alcoholic Beer Consumption"* is focused on exploring emotional and functional associations of wine, beer and non-alcoholic beer consumption. Using this article as an exploration base, the *Intercultural Contextual Differences of Wine Consumption* in French and Czech wine market must be discovered by quantitative research. No comparable data for both countries from secondary research are available, therefore primary research is a part of the study. The detailed methodology will follow in chapters below.

4.1 Preparatory Stage of the Research

According to Malhotra, Birks, Wills (2012) the problem definition, research approach development, research resign development, fieldwork or data collection, data integrity and analysis, report preparation and presentation are the basic stages of the research. These stages are described in following subchapters.

4.1.1 Problem Definition

The global wine market is very competitive and since the arrival of new-world countries into market, it changes dramatically. Focus on customer needs is essential, therefore research about the context of consumption is very helpful to identify new opportunities. By using primary data of the research, analysis needs to be conducted.

The goal of the research is to get a contextual description of the wine consumption in France and Czech Republic and analyze how it differs between nations, among generations and what are other influences. The core is to map where, when and with whom consumers drink wine and to connect it with other functional characteristics as well. This insight should help producers or retailers to make strategic marketing decisions.

4.1.2 Research approach

As mentioned, this research aims to follow up on an article published by A.P. Silva et al. which after analyzing focus groups formulated a list of situations, occasions, places and people to create a context of beverage drinking. There is a reason to believe that the functional characteristics of wine drinking are different between countries and generations, therefore it is necessary to test them.

4.1.3 Research design

A research design details the procedures necessary for obtaining the information needed to solve marketing research problems (Malhotra, 2010). This research is classified as conclusive as it is quantitative and structured, looking for specific information needed. It will describe market characteristics and functions; therefore, we can address it as descriptive research as a type of conclusive research.

A survey is the quantitative method used to get a data. The questionnaire is self-made and it will gather data economically and effectively. However, surveys have disadvantages such as lacking depth or details. Furthermore, response rates of a survey are low and there is a risk of not being able to address population evenly.

4.1.4 Questionnaire Design

As mentioned, the questionnaire is inspired by research done in Dutch and Portuguese market by Silva et a. (2016) with intention to find out where, when, in which circumstances and with whom consumers drink wine in France and Czech Republic. It also aims to collect attitudes about wine consumption.

For chosen markets, France and Czech Republic, the questionnaire had to be adapted and translated into local language to avoid misunderstandings. Right interpretation of question is fundamental in the research, therefore extra attention was paid to language. In one case, different currencies had to be used and values do not correspond to exchange rate, but to economic situation and normal local prices.

Before questioning started, there is an introduction to the topic and purpose of survey written. Information about anonymity and simple instructions and acknowledgment to respondents are listed as well.

In the structured data collection, formal questionnaire was prepared with pre-defined question order and in majority fixed-response alternative questions were used which means that possibility to enter own response was not available (Malhotra, Birks & Wills, 2012). Likert scale was used in several cases to indicate a degree of agreement or disagreement with each of a series of statements about stimulus objects. Odd number of elements in scale is fundamental, in this questionnaire 5 degrees were defined to study attitudes toward wine consumption and 7 degrees to evaluate own knowledge about wine (Malhotra, Birks & Wills, 2012). Full questionnaire is available in appendix.

At the beginning of questioning itself, there are two filter questions (question 1-2) to separate people who do not drink wine or drink less often than once per half of the year. This step was taken to get data only from people who are wine consumers, therefore their opinion and habits are more valuable for market researchers. The survey continues by a set of questions to indicate contextual characteristics of wine consumption in the form of closed questions where one or multiple answers can be chosen (question 3-9, 11-2). In question 10, filling a number of percentage to assess how much of wine is drunk together with eating, is used. This question also belongs to contextual part of the analysis. Question 13 includes 10 statements about wine consumption to evaluate in the Likert scale to study attitudes. Following part is composed by closed question to gather information about preferences in wine consumption (question 14-17). Another Likert scale aims to measure self-evaluation of knowledge about wine (question 18). The questionnaire is concluded with identification questions about sex, age, education and social status (question 19–22).

4.1.5 Population and Sampling

Obtaining a knowledge about population is best made by the census. Yet, relying on subgroup of the population selected is cheaper, more time effective and allow attention to individual cases. In this research the target population consists of adult people in France and Czech Republic, who drink wine and belong to generation Y and Z. The Nonprobability sampling technique is used in this research. The method used to address target population is convenience sampling (Hair, 2013; Malhotra, Birks & Wills, 2012).

4.1.6 Pilot Study

Emphasizing that language component of the survey is important, questionnaire was sent to friends of an author to comment on any mistakes and ambiguity. French version of questionnaire was checked by 3 people, Czech version only by 2, as the author is more confident about the language.

As the questionnaire was available only online, friends and family were also asked to try all the options of clicking in the google interface. Some mistakes in settings were found and could be fixed immediately.

4.2 Implementation Stage of the Research

The processes of data collection and analysis are phases of implementation of the research. In following subchapters these phases will be described and sample structure and limitations of the research are going to be clarified as well.

4.2.1 Data Collection

Data were collected during March 2018 and beginning of April 2018. To gather data, the survey was distributed online. The interface for questionnaire is offered by many servers. For this research, interface of company Google was used. Advantages of using special interface for questioning are avoiding non-complete questionnaires, control of the software to follow instructions and simplicity in sharing. A questionnaire could be filled online on computer, tablet or smartphone.

The sharing of a questionnaire was made by Facebook, WhatsApp and by e-mails. In case of Facebook, sharing public links to the questionnaire was done in university groups and groups of communities with the same hobby and on private profiles of the author and friends who agreed to help with sharing. Sharing link by messaging apps on Facebook was done mostly within the author's social bubble. In case of emails, it was used mainly to address older part of the target population and population in France. All types of sharing included a link in the google interface to fill the questionnaire. These efforts led to collection of 797 filled questionnaires.

4.2.2 Data analysis

All responses were downloaded from the Google interface and edited in MS Excel. Basic quoting was done and then the data were imported into IBM SPSS. Statistical software was used to discover differences in generations, gender, nations and other segmenting variables.

At first, data needed to be sorted out so only valid questionnaires are used for the analysis. Out of 797 responses, only 728 were collected from people from generations Y and Z. Other generations could not be analyzed because of insufficiency of respondents. Furthermore, based on question number 10, two more questionnaires were discarded because instead of writing valid percentage of eating together with drinking wine, respondents wrote number higher than 100. As the values were in the millions, the participation of these respondents was evaluated as an attempt for a joke and no other answers could be taken seriously.

Another selection of data was made after analyzing first two questions and left 610 respondents for contextual and attitude analysis.

During control of the data, several repeating mistakes occurred. In sets of questions to identify all options and then only one option that suits respondent the most (question 3-4, 5-6, 11-12, 15-16) some of the people did not list the option in multiple-response question which they selected in following question. Considering the chronology of the questions, it is possible

that respondents realized their behavior later. Thus, the answer was always added to multiple-response answers.

As mentioned, the IBM SPSS software was used to make an analysis. In this software, many statistical tests were conducted. For this research, the hypotheses were tested on the level of significance 0,05.

4.2.3 Sample structure

Sample structure after discarding 2 invalid respondents and all participants' answers who are older than 43 years contains 726 respondents. Its decomposition by demographic criteria follows in table 4.1.

Table 4.1: Sample structure

	Frequency	Percent
Country		
Czechia	511	70%
France	215	30%
Total	726	100%
Sex		
Man	248	34%
Woman	478	66%
Total	726	100%
Age		
Generation Z	408	56%
Generation Y	318	44%
Total	726	100%
Education		
Basic / Vocational certificate	20	3%
High school	282	39%
University degree	424	58%
Total	726	100%
Social status		
Student	570	79%
Employee (mostly manual work)	22	3%
Employee (mostly mental work)	105	14%
Unemployed	9	1%
Independent worker	15	2%
Maternity leave	5	1%
Total	726	100%

Source: own research

4.2.4 Limitations of the research

Using online tools was not the most reliable way of data collection because complete anonymity led to nonsense responses in some cases and it could affect the study if not revealed. The research only focuses on two generations and people older than 43 years old are not included in the research. This group can have huge purchasing power and could be a subject of further studies. Furthermore, the target population is unbalanced. There are more Czechs than French in the research and more women than men as well. Another limitation comes from the fact that most of the respondents have university degree and this common ration does not represent the population. Among respondents from the Czech Republic there were mostly students from the author's university and sample structure is affected by connections of the author, thus people mostly from Moravian-Silesian region participated in the survey. In French market author used connections from university circles and therefore it lacks answers from more people without higher education. Due to this fact, the research might not be representative enough to apply on whole population of people from generation Y and Z in France and Czechia.

5 Research Findings

In following chapter gathered data will be analyzed to see whether there are differences among age subcultures or nations. Other differences between distinct groups will be examined as well.

5.1 Penetration of wine market

The very first question of the questionnaire was to filter wine drinkers from non-drinkers. Respondents who do not drink wine were omitted from further research. Among respondents there were 86.1 % of wine drinkers and 13.9% of people who do not drink wine.

In further research about the wine consumption presence a 3-way contingency table and Chi-square test were conducted to see whether statistically significant differences between wine consumption in individual countries and age groups occurred. The significance 0,000 (<0,05) revealed that there are statistically significant differences in generation Y between France and Czechia. However, due to low expected count (3,3% < 5%) of cells in 25% of cases, Fisher's test had to be conducted to prove the significance. The level of significance is 0,00 (<0,05), so we can comment that there are differences in wine consumption between countries in generation Y (see table 5.1). For generation Z, the same test showed significance 0,219 (>0,05) to reveal that there is no difference in consumption presence between countries.

In table 5.2 the differences are shown in detail. In generation Y, only 5,4% of Czechs claimed they are not wine drinkers, whereas 23,8% of French claimed they are not wine consumers. In generation Z, the differences are not significant.

Table 5.1: Wine consumption presence according to country and age – Chi-square test

Chi-Square Tests					
Age		Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Generation Z	Pearson Chi-Square	1,509[d]	1	0,219	0,247
	Fisher's Exact Test				0,247
	N of Valid Cases	408			
Generation Y	Pearson Chi-Square	16,991[f]	1	0,000	0,000
	Fisher's Exact Test				0,000
	N of Valid Cases	318			
d. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 32,23.					
f. 1 cells (25,0%) have expected count less than 5. The minimum expected count is 3,30.					

Source: own research

Table 5.2: Wine consumption presence according to country and age – Crosstabulation

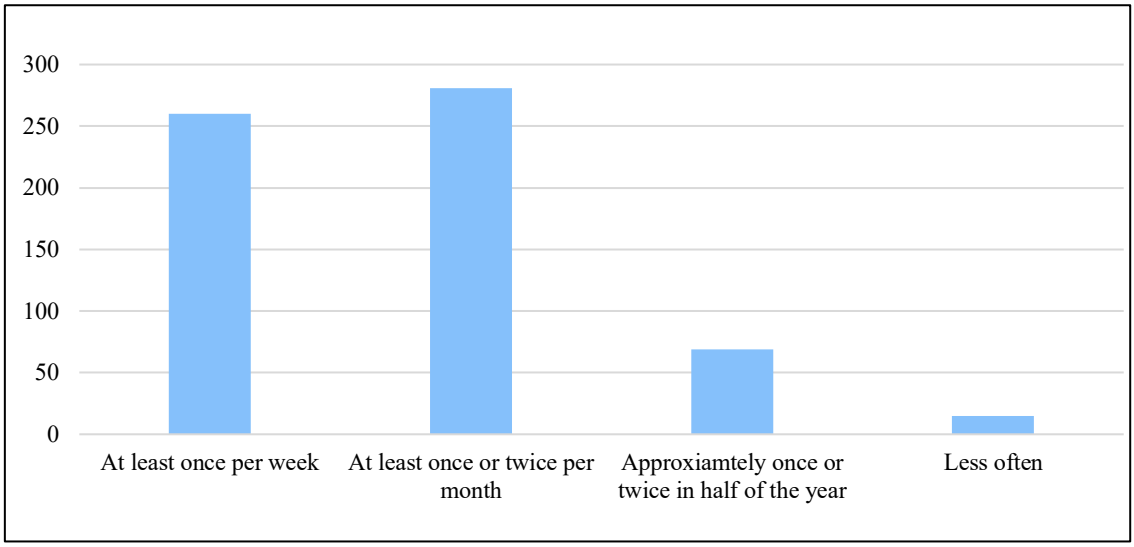
Wine consumption presence	Czechia		France	
	Generation Z	Generation Y	Generation Z	Generation Y
Yes	83,40%	94,60%	78,60%	76,20%
No	16,60%	5,40%	21,40%	23,80%
Total	100,00%	100,00%	100,00%	100,00%

Source: own research

5.2 Frequency of wine drinking

The second question was about frequency of drinking wine. Four categories were made to distinguish regular drinkers from occasional drinkers. The majority of respondents consumes wine more than once per month, more specifically 35,8% of people consume it at least once per week and 3,7% drink it at least once or twice per month (see figure 5.1). Only 9,5% of respondents drink wine approximately once or twice in half of the year. Respondents who denoted less frequent consumption (2,1%) were left out from further examination.

Figure 5.1: Frequency of wine drinking



Source: Own research

5.2.1 Frequency of wine drinking based on the gender

To examine the null hypothesis formulated as no significant changes occur between sex in wine drinking frequency, the Chi-square test has been conducted. The level significance 0,028 (<0,05) has revealed that there are significant differences, therefore the null hypothesis is rejected (see table 5.3) and cross table was made to compare the differences (table 5.4).

The research showed that women tend to drink more often than men. At least once per week, 38,7% of men and 43% of women consume wine. At least once or twice per month, the men (45,7%) and women (44,6%) consume wine in very similar share. Approximately once or

twice in half of the year, 10,6% of men and 11,3% of women drink wine. Less often frequency has been significantly lower among women (1,2%) than among men (5%). The cause of the difference might be present because men usually drink beer as their first choice.

Table 5.3: Frequency of wine drinking based on the gender – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9,077[a]	3	,028
N of Valid Cases	625		
a. 1 cells (12,5%) have expected count less than 5. The minimum expected count is 4,78.			

Source: Own research

Table 5.4: Frequency of wine drinking based on the gender – Crosstabulation

How often the wine is drunk * Sex Crosstabulation % within Sex				
		Sex		Total
		Men	Women	
How often the wine is drunk	At least once per week	38,7%	43,0%	41,6%
	At least once or twice per month	45,7%	44,6%	45,0%
	Approximately once or twice in half of the year	10,6%	11,3%	11,0%
	Less often	5,0%	1,2%	2,4%
Total		100,0%	100,0%	100,0%

Source: own research

Other significant differences in frequency of drinking wine have not been found. Analysis was conducted to see whether there are differences in generations, countries, social status or education, all with too high level of significance, therefore accepting the null hypothesis.

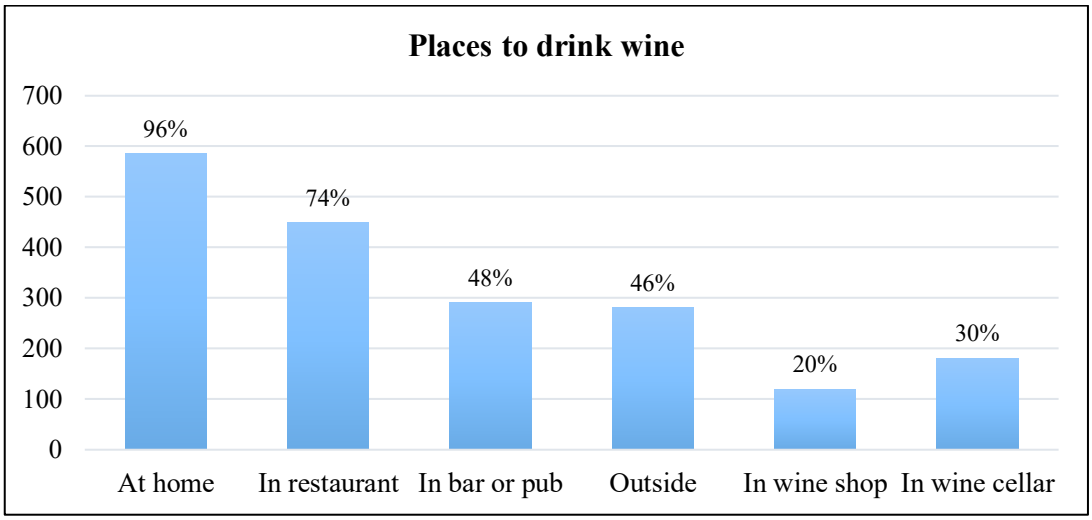
5.3 Preferred places of wine consumption

As this study deals with context of consumption, knowing where people consume wine is important. In the questionnaire, there were 2 questions (question 3-4) to find out in which places consumers drink wine and in which places they drink it the most often. Thus, there are 2 parts of this chapter, one directed to all listed places of consumption and other one directed to place where consumers drink wine the most often.

Respondents had 6 options to list where they drink. In 96% of cases, they drink wine at home. The second most popular place to drink wine is a restaurant (74%) followed by bar or

pub (48%) and outside locations such as picnic (46%). Only 30% of respondents listed wine cellar as a place of consumption and 20% of respondents listed wine shops (see figure 5.2).

Figure 5.2: Places to drink wine



Source: Own research

5.3.1 Places to drink wine according to country

Using a multiple response set, differences of listed places could be examined based on country of origin of the respondents. The differences can be seen in the table 5.5. Consumption at home and outside is balanced among respondents from both countries. The difference can be seen in consumption in restaurants, where respondents from France claimed to drink in 15% of cases more than the Czechs. Furthermore, consumption in bar or pub is also selected by French more than by Czechs. On the other hand, the share of respondents from the Czech Republic, who listed wine shops and wine cellars, is much higher than in France. The cultural differences displayed in the analysis. Restaurants and bars are reference places for French population more than for Czechs and wine shops and cellars are more visited in the Czech Republic.

Table 5.5: Preferred places of drinking wine based on the country - Crosstabulation

$Placefordrinking*Country Crosstabulation *% within Country*			
		Country	
		Czechia	France
Place for drinking[a]	At home	95,7%	97,0%
	In restaurant	69,9%	84,1%
	In bar or pub	44,9%	55,5%
	Outside	46,7%	44,5%
	In wine shop	24,3%	7,3%
	In wine cellar	35,1%	15,2%
Percentages and totals are based on respondents. a. Group			

Source: Own research

5.3.2 Places to drink wine based on the age

As in case of differences between countries, contingency table has been made for age cohorts as well (table 5.6). Most of the places of consumption have the same share of selection between generations. However, consumption in wine shops and wine cellars vary in generations. Younger respondents from generation Z do not visit these places as often as respondents from generation Y. This inequality can be caused by lacking finance, as respondents from generation Z are in majority students.

Table 5.6: Preferred places of drinking wine according to age - Crosstabulation

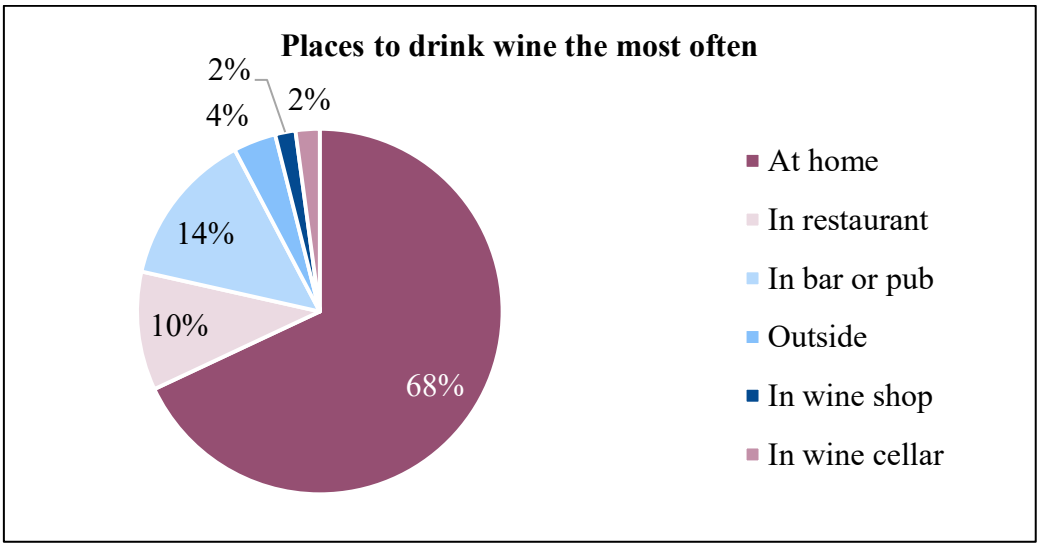
$Placefordrinking*Q20age Crosstabulation *% within Q20age*			
		Age	
		Generation Z	Generation Y
Place for drinking[a]	At home	96,3%	95,8%
	In restaurant	74,8%	72,5%
	In bar or pub	49,2%	46,1%
	Outside	44,9%	47,5%
	In wine shop	13,5%	26,8%
	In wine cellar	20,6%	40,1%
Percentages and totals are based on respondents. a. Group			

Source: Own research

5.3.3 Places where wine is drunk the most often

Another point of view on places where wine is drunk comes from specifying the place where it is consumed the most often. As mentioned above, the place respondents listed as a place for drinking wine the most is at home, and home is also a place where 68% of respondents drink wine the most often. Second place, where wine is drunk the most often, is bar or pub (14%) followed by restaurant (10%), outside (4%) and wine shop (2%) and wine cellar (2%) (see figure 5.3).

Figure 5.3: Places to drink wine the most often



Source: Own research

5.3.4 Places to drink wine the most often based on the gender

In order to know whether men drink wine in different places than women a Chi-square test and crosstabulation was conducted. The level of significance is 0,000 (<0,05), therefore we are rejecting the null hypothesis assuming no differences between men and women (table 5.7). To develop on the differences, in table 5.8 there are percentages of the favorite places for each sex listed.

Table 5.7: Places to drink wine the most often based on the gender – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26,448[a]	5	,000
N of Valid Cases	610		
a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is 3,41.			

Source: Own research

The place to consume wine the most often have a different common ratio for men than for women. In 71% men drink the most at home, whereas women drink at home the most in 66%. Women drink the most much often out of home, in bars or pubs (16,9%) or in restaurants (11,2%). The places listed very rarely by women are outside, wine shops and wine cellars. Men on the other hand listed restaurant (9%) and bar or club (6,9%) in lower contribution. The biggest difference is that men drink outside the most more often than women and also wine cellars are the place where the most common consumption showed difference. As wine cellars are relatively special place where more effort to go in is needed, it is possible that the men listed

this option more than women because that is a place where drinking wine is inevitable. Bars and restaurants offer more choices of alcoholic beverages; thus, women dominate this locality because they are more loyal to wine.

Table 5.8: Places to drink wine the most often based on the gender - Crosstabulation

		Sex	
		Men	Women
Where the wine is drunk the most	At home	71,4%	66,5%
	In restaurant	9,0%	11,2%
	In bar or pub	6,9%	16,9%
	Outside	5,8%	2,9%
	In wine shop	1,6%	1,9%
	In wine cellar	5,3%	0,7%
Total		100,0%	100,0%

Source: Own research

5.3.5 Places to drink wine the most often according to country

Assuming the null hypothesis that there are no differences in places where wine is drunk the most often, chi-square test has been made (table 5.9). The level of significance is 0,000 (<0,05) therefore the null hypothesis is rejected. There are differences between countries which can be observed in table 5.10.

French is a nation who drink wine out of home more often than the Czechs. According to the study, 18,2% of French consume wine the most often in restaurants, whereas only 7,6% of Czechs consume wine the most in a restaurant. Consumption in bars and outside is comparable. Drinking in specialized wine shops is not common in France at all, it can be outcome of different culture and not rooted tradition of this location. The same phenomenon can be observed in wine cellars.

Table 5.9: Places to drink wine most often based on the country – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23,942[a]	5	,000
N of Valid Cases	610		
a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is 2,98.			

Source: Own research

Table 5.10: Places to drink wine most often based on the country – Crosstabulation

Where the wine is drunk the most * Country Crosstabulation *% within Country*			
		Country	
		Czechia	France
Where the wine is drunk the most	At home	70,3%	61,8%
	In restaurant	7,6%	18,2%
	In bar or pub	13,3%	15,2%
	Outside	3,4%	4,8%
	In wine shop	2,5%	
	In wine cellar	2,9%	
Total		100,0%	100,0%

Source: Own research

5.3.6 Places to drink wine the most based on the age

Assuming the null hypothesis that there are no differences between generations in places where wine is consumed the most, Chi-square test was conducted. The level of significance of the test is 0,003 (0,05) therefore the null hypothesis is rejected (table 5.11). Expecting the differences between generations the contingency table was made (table 5.12). According to the results, generation Z prefers to drink wine out of the home more than generation Y. The places they go to most often to drink wine are restaurants, pubs or outside. This difference may be caused because generation Z is too young and in most of the cases, they do not live alone and have to obey the house rules. Going out more often than generation Y can be only practical. Generation Y attends more wine shops and wine cellars. The reason for it may come from seeking a different type of environment and looking for a more serious location.

Table 5.11: Places to drink wine most often based on the age – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18,058[a]	5	,003
N of Valid Cases	610		
a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,12.			

Source: Own research

Table 5.12: Places to drink wine most often based on the age – Crosstabulation

Where the wine is drunk the most * Age Crosstabulation *% within Age*			
		Age	
		Generation Z	Generation Y
Where the wine is drunk the most	At home	64,7%	71,8%
	In restaurant	11,7%	9,2%
	In bar or pub	16,6%	10,6%
	Outside	5,2%	2,1%
	In wine shop	0,6%	3,2%
	In wine cellar	1,2%	3,2%
Total		100,0%	100,0%

Source: Own research

5.4 Occasions of wine consumption

The participants were asked to list all the occasions of their wine consumption (question 5), the question was multiple-response based so participants could mark all options. Informal social events are the type of occasion that has been marked the most (87,7%), followed by personal moments (86,6%). Wine is drunk by 54,4% of participants without a special occasion (common moments) and 52,1% of participants drink wine at formal social events. The distribution of occasions is quite balanced and many respondents marked all the options. The biggest common ratio of personal and informal social events suggests that wine is connected to celebrating and enjoying life.

5.4.1 Occasions of wine consumptions according to age and country

Multiple response set was used to compare frequencies and to see whether occasions for wine consumption vary in generations and countries. A 3-way contingency table was made (table 5.13) to compare the ratio of the countries between generations. French population marked formal social events more than the Czechs. Especially generation Y in France drinks wine at formal social events the most. Distribution of informal social events and personal moments is quite balanced and those events get the biggest share among consumers. Common moments are a little bit avoided. Drinking without reason or special occasion is done more in the Czech Republic than France, yet this category is the least popular in both nations.

Table 5.13: Occasions of wine consumption according to age and country - Crosstabulation

$Occasion*Country*Q20age Crosstabulation					
% within Country					
		Country			
		Czechia		France	
		Age		Age	
		Generation Z	Generation Y	Generation Z	Generation Y
Occasion[a]	Formal social events	42,4%	52,0%	61,5%	73,3%
	Informal social events	86,4%	87,8%	88,1%	93,3%
	Personal moments	88,5%	90,2%	74,8%	96,7%
	Common moments	57,1%	58,3%	46,7%	40,0%
Percentages and totals are based on respondents. a. Group					

Source: Own research

5.4.2 Occasions of wine consumption based on the gender

Another contingency table was made to compare occasions to drink wine with sex. In table 5.14, we can see that there is slight difference between men and women in formal social events and personal moments. Men drink wine during formal occasions and personal occasions more intensively than women. As the difference is not big enough, generalizing these differences would not be beneficial. Basic knowledge advises that personal moments should have similar ratios between sex, as partners share this moment together, therefore outcome can be highly affected by sample structure. However, the bigger difference occurred in informal social events. At those events 93,8% of women drink wine, whereas only 74,1% of men drink wine. The men most likely choose different beverages in such occasion.

Table 5.14: Occasions of wine consumption based on the gender - Crosstabulation

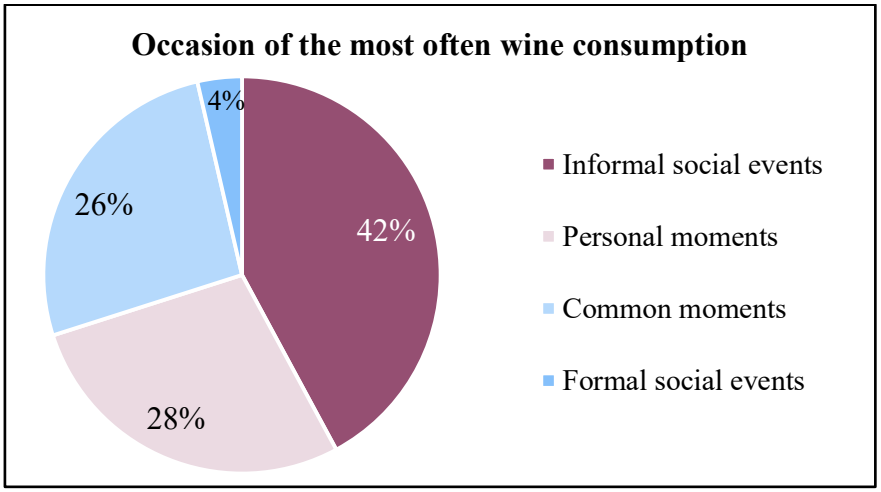
$Occasion*Q19sex Crosstabulation			
% within Q19sex			
		Sex	
		Men	Women
Occasion[a]	Formal social events	55,0%	50,8%
	Informal social events	74,1%	93,8%
	Personal moments	90,5%	84,8%
	Common moments	54,5%	54,4%
Percentages and totals are based on respondents. a. Group			

Source: Own research

5.4.3 Occasion of the most often wine consumption

Following question about occasions to drink wine was only one answer based and respondents had to choose the single occasion when they drink the most. As demonstrated in figure 5.4, in 42% respondents chose informal social events. The following frequent occasions are personal moments (28%) and common moments (26%). Despite the fact, that more than half of respondents listed that they drink wine at formal social events, only 4% of respondents drink there the most often.

Figure 5.4: Occasion of the most often wine consumption



Source: Own research

5.4.4 Occasion of the most often wine consumption based on the age

Assuming the null hypothesis formulated as *there are no differences between generations in occasions of wine consumption*, the Chi-square test was conducted to prove the hypothesis. The level of significance 0,531 (>0,05) leads to decision to accept the null hypothesis (see table 5.15). Differences in most frequent occasion between generation Y and generation Z are not expected.

Table 5.15: Occasion of the most often wine consumption based on the age – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2,204[a]	3	,531
N of Valid Cases	610		
a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,24.			

Source: own research

As well as no differences between generations occurred, the null hypotheses about no differences in social status and education has not been rejected.

5.4.5 Occasion of the most often wine consumption according to country

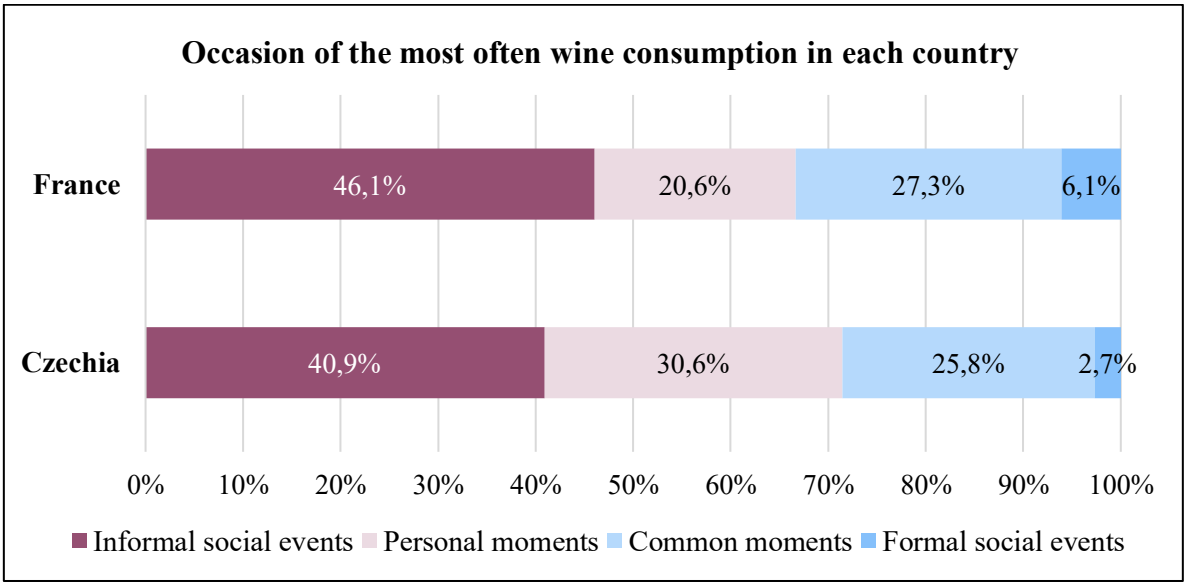
The Chi-square test has been used to examine the existence of statistically significant differences between countries selected for the research. The outcome of the level of significance is 0,031 (<0,05) and it reveals that there are differences between countries. As illustrated in figure 5.5, French drink the most often at informal social events more than Czechs, who on the other hand drink the most during personal moments. Common moments are comparable. French more often chose formal social events as their most frequent wine drinking occasion.

Table 5.16: Occasion of the most often wine consumption according to country – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8,910[a]	3	,031
N of Valid Cases	610		
a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,95.			

Source: Own research

Figure 5.5: Occasion of the most often wine consumption in each country



Source: Own research

5.4.6 Occasion of the most often wine consumption based on the gender

The Chi-square test was also used to examine the presence of statistically significant differences between men and women. The value of significance 0,008 (<0,05) detected that there are significant differences (see table 5.17). To follow up on the revealed differences between men and women a figure 5.6 was made. The most frequent occasion for 46,3% of women to drink wine are informal social events. The most frequent occasion for men are

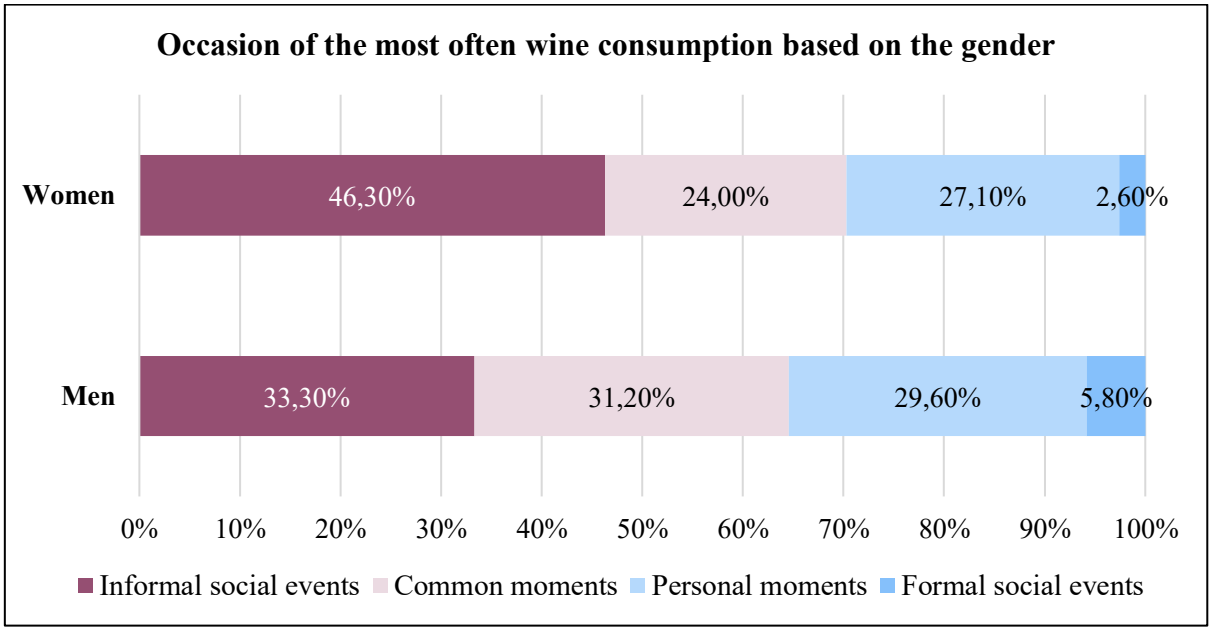
informal events as well, but only for one third of them. Common moments are second most frequent occasions for men, whereas for women they are only third. Frequency of personal moments as the most frequent occasion is balanced between sex, formal social events are chosen more by men.

Table 5.17: Occasion of the most often wine consumption based on the gender – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11,822[a]	3	,008
N of Valid Cases	610		
a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,82.			

Source: Own research

Figure 5.6: Occasion of the most often wine consumption based on the gender



Source: Own research

5.4.7 Occasion of the most often wine consumption based on the frequency of drinking wine

To see, whether occasions to drink wine are selected differently by people based on how often they drink, the Chi-square test was conducted. The level of significance of the test 0,00 (<0,05) revealed that differences exist (see table 5.18). As can be seen in table 5.19, people who drink wine at least once per week drink during common occasions the most (43,8%). People who drink at least once or twice per month drink during informal social events the most (50,9%)

and people who drink occasionally (approximately once or twice in half of the year) drink during informal social events the most as well (58%).

Table 5.18: Occasion of the most often wine consumption based on the frequency of drinking wine – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	81,360[a]	6	,000
N of Valid Cases	610		
a. 1 cells (8,3%) have expected count less than 5. The minimum expected count is 2,49.			

Source: Own research

Table 5.19: Occasion of the most often wine consumption based on the frequency of drinking wine – Crosstabulation

During which occasion is the wine drunk the most * How often the wine is drunk Crosstabulation				
% within How often the wine is drank				
		How often the wine is drunk		
		At least once per week	At least once or twice per month	Approximately once or twice in half of the year
During which occasion is the wine drank the most	Formal social events	1,9%	4,3%	7,2%
	Informal social events	28,8%	50,9%	58,0%
	Personal moments	25,4%	29,9%	29,0%
	Common moments	43,8%	14,9%	5,8%
Total		100,0%	100,0%	100,0%

Source: Own research

5.5 Time of wine consumption

Among contextual characteristics time plays an important role. In the questionnaire, there were three questions to specify time circumstances, concretely days, parts of the day and seasons (questions 7-9).

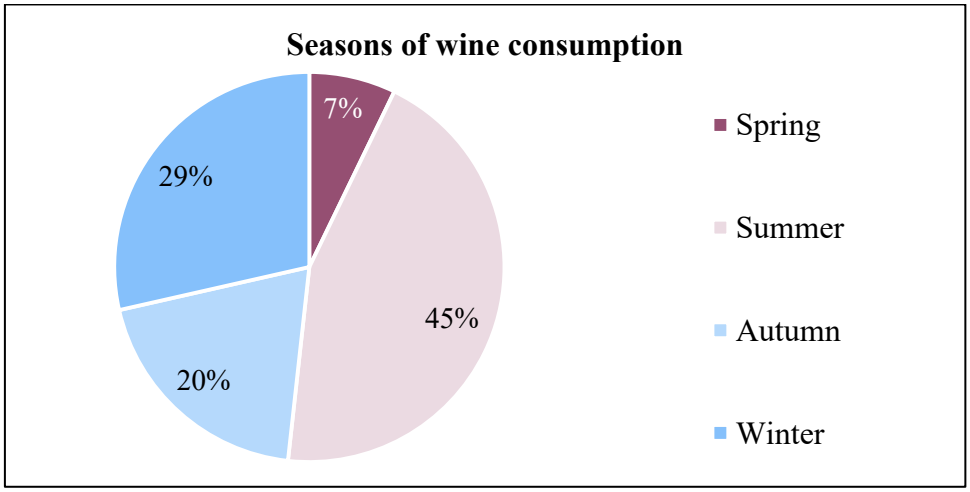
The majority of respondents (96,2%) drink wine during the weekend, smaller part of participants (79,3%) drink wine on Friday and 50,5% of respondents drink wine during work days (Monday – Thursday). Distinguishing parts of the day, wine is consumed the most during the evening and night (98,5% of cases). In the afternoon, 33,1% of respondents drink wine and during lunchtime 17,7% of respondents drink it. In the morning and time before noon only 3,9% of respondents drink wine. However, drinking in the morning can be questionable, because in Czech language time before noon has the special word “dopoledne” and this part of the day has

no equivalent translation to French. In French, the same word is used for morning as for time before noon and it can affect participants not to mark the option because it can evoke early morning when drinking alcohol is less appropriate or they cannot realize it is their case.

In the last question about time, respondents were asked to pick one of the seasons when they drink wine the most. This question has been problematic already during the pilot study, because participants could not decide when they drink wine the most and suggested that option "all year" should be added. Despite the comments, it was decided that this question remains the way it is and will be used only to demonstrate the respondents' feeling.

As can be seen in figure 5.7, most of the respondents (45%) drink wine during the summer. The second most favorite season is winter (29%), most likely because of association of Christmas markets where hot wine is served. Following season is autumn (20%) and spring (7%).

Figure 5.7: Seasons of wine consumption



Source: Own research

In further analysis about days of wine consumption, only slight differences among sex, countries, generations occurred. Classification according to social status and education was with only slight differences as well and would not lead to any segmentation. Thus, following subchapters will focus only to differences in consumption among groups in distinct parts of the day.

5.5.1 Time of wine consumption based on the gender

Using a multiple response set, a crosstabulation was made to demonstrate how consumption of each sex differs within the day. As can be seen in table 5.20, men generally drink more within the day than women. While consumption in the evening and at night is

similar, sooner in the day it is, the bigger the differences of common ration are. For both sexes count that in the morning the consumption is the lowest and rises throughout the day.

Table 5.20: Time of wine consumption based on the gender - Crosstabulation

$Partoftheday*Q19sex Crosstabulation *% within Q19sex*			
		Sex	
		Men	Women
Part of the day[a]	Morning	9,0%	1,7%
	Lunchtime	27,5%	13,3%
	Afternoon	39,7%	30,2%
	Evening and night	97,9%	98,8%
Percentages and totals are based on respondents. a. Group			

Source: Own research

5.5.2 Time of wine consumption according to country

The differences in parts of the day in which wine is drunk were observed also between countries. As mentioned above, comparison of consumption in the morning is not authentic because of language differences, yet we can comment that bigger share of respondents from the Czech Republic who chose this option in the questionnaire. In the lunchtime, bigger share of French drink wine than Czechs. In afternoon, more Czechs drink wine (37,5%) than French. In the evening and at night, a majority of both countries drink wine and common ratio is close to 100% (see table 5.21).

Czech biorhythm of wine consumption is rather progressive, whereas French biorhythm is pulsing with the biggest peaks in the evening and at night (97,6%) and during lunchtime (35,2%).

Table 5.21: Time of wine consumption according to the country - Crosstabulation

$Partoftheday*Country Crosstabulation *% within Country*			
		Country	
		Czechia	France
Part of the day[a]	Morning	4,9%	1,2%
	Lunchtime	11,2%	35,2%
	Afternoon	37,5%	21,2%
	Evening and night	98,9%	97,6%
Percentages and totals are based on respondents. a. Group			

Source: Own research

5.5.3 Time of wine consumption based on the age

A multiple response set was used to demonstrate differences between generation Y and generation Z in contingency table. The consumption of both generations is growing during the day. The biggest difference can be seen at the time of lunch. More participants from generation Z (21,5%) drink in this part of the day than Millennials (13,4%). Other parts of the day are comparable.

Table 5.22: Time of wine consumption based on the age - Crosstabulation

$Partoftheday*Q20age Crosstabulation *% within Q20age*			
		Age	
		Generation Z	Generation Y
Part of the day[a]	Morning	4,9%	2,8%
	Lunchtime	21,5%	13,4%
	Afternoon	31,9%	34,5%
	Evening and night	98,2%	98,9%
Percentages and totals are based on respondents. a. Group			

Source: Own research

5.5.4 Time of wine consumption based on the education

The differences in timing of consumption were found among people of distinct level of education. In table 5.23, it can be observed that while all ratios of consumption in the morning are low, people with university degree drink wine the least (1,6%). On the other hand, during lunchtime participants with university degree drink the most (21,2%) while the ratio of participants with basic education of vocational certificate (12,5%) or finished high school (12,6%) is lower. In drinking during the afternoon, the ratio of high school absolvents (42,2%) stands out as it is higher than other. The common share of consumption during evening is comparable.

Table 5.23: Time of wine consumption based on the education - Crosstabulation

$Partoftheday*Q21education Crosstabulation *% within Q21education*				
		Education		
		Basic / Vocational certificate	High school	University degree
Part of the day[a]	Morning	6,3%	7,4%	1,6%
	Lunchtime	12,5%	12,6%	21,2%
	Afternoon	31,3%	42,2%	27,5%
	Evening and night	93,8%	98,7%	98,6%
Percentages and totals are based on respondents. a. Group				

Source: Own research

5.6 Wine consumption with meal

The only open question of the survey was about consumption of wine together with meal. Respondents could write any integral number that represent the percentage of their consumption (1 – 100) of wine while eating. The average degree of consumption with meal is 39,5%. However, the median was computed as 30% and mode as 10%. To illustrate the trend, the first quartile has value 10% and the third quartile has value 68,5%. The distribution is not symmetric, it is very fractured.

5.6.1 Wine consumption with meal according to country

By comparing means of the percentage of the wine consumption together with meal, we can see that consumption between Czech and French nation differ (see table 5.24). In the Czech Republic the average share of drinking wine together with meal is 31,81% while in France this average share has doubled (59,34%). Comparing the median values, the difference between cultures is even deeper.

Table 5.24: Average consumption of wine together with meal in each country

Report *What percentage of wine consumption is consumed together with wine*		
Country	**Mean**	**Median**
Czechia	31,81%	20,00%
France	59,34%	67,00%

Source: Own research

5.6.2 Wine consumption with meal based on the age

To see whether other demographic criteria have effect on how much is wine drunk together with wine, comparison of means was conducted for age, sex, social status and education. The biggest difference was found between distinct age groups. According to table 5.25, average ratio of wine consumption of generation Z is higher than in generation Y. Comparing medians is not as dramatic as in case of nationality but difference of 15% has prompt the different pattern of behavior.

Table 5.25: Average consumption of wine together with meal based on the age

Which percentage of wine consumption is consumed together with wine * Age		
Age	**Mean**	**Median**
Generation Z	42,29	40,00
Generation Y	35,76	25,00

Source: Own research

5.7 People to drink wine with

To conclude on contextual analysis, study about with whom people drink wine was conducted. Based on question 11 and 12 the company of respondents was mapped. At first, participants have checked all the people they drink wine with. The friends (92,3%) were the most chosen group of people, followed by family and relatives (79,2%) and partner or spouse (61,8%). Less chosen option was drinking alone (26,1%) and drinking with colleagues (18,9%).

5.7.1 People to drink wine with according to country and age

Using multiple response set cross tables, differences between countries and generations were discovered in separate tables at first. As it was not sure, whether generations have bigger impact on statistic than county of respondents, a 3-way contingency table was made to underline the biggest differences in reference groups for consumption.

In table 5.26, we can see that drinking alone is common in Czech society with slight trend that younger generation tend to drink alone more. To drink with a partner of spouse is more common in the older population of generation Y, even more in France. This difference can come from the fact that respondents from generation Z are too young to have partner or even spouse and as they are single, they did not check this option. Drinking with family and relatives is quite balanced between generations in each country, yet in France it is more common. The most often people drink with their friends. In France the ratio is a bit higher, but as all shares are above 90% it is not important difference. Drinking wine with colleagues is the least favorite in the Czech Republic whereas in France this company is more popular, especially for older population.

Table 5.26: People to drink wine with according to the country and age - Crosstabulation

$With_people*Country*Q20age Crosstabulation

% within Country

		Country			
		Czechia		France	
		Age		Age	
		Generation Z	Generation Y	Generation Z	Generation Y
With[a]	Alone	30,4%	28,7%	17,0%	16,7%
	With partner/spouse	53,9%	70,5%	51,1%	86,7%
	With family and relatives	78,5%	76,4%	85,2%	80,0%
	With friends	92,1%	90,2%	95,6%	96,7%
	With colleagues	9,9%	21,7%	18,5%	53,3%

Percentages and totals are based on respondents.

a. Group

Source: Own research

Generally, generation Y in France usually drink with most of the social groups in their lives and tend to avoid drinking alone. Czech population would rather drink wine alone than with colleagues, only friends, partners and family are common social groups to drink with.

5.7.2 People to drink wine with based on the gender

Observed differences between men and women are illustrated in table 5.27. To drink alone is more common for men (30,7%) than for women (24%). Result of drinking with the partner or spouse is not the same for both sexes. Even though partners drink together, therefore the common ratio should be the same, 66,1% of men claimed they drink with partner while only 59,9% of women claimed that they drink with a partner or a spouse. Drinking with family is more typical for women (81,2%) than for men (74,6%). Drinking with friends is the most common for both sexes, 84,7% of men chose this option and 95,7% of women claimed they drink with friends. To drink with colleagues is the least favorite for both sexes. Only 21,2% of men drink wine with them whereas even lower ratio of women (17,8%) drink with them.

Table 5.27: People to drink wine with based on the gender - Crosstabulation

$With_people*Q19sex Crosstabulation

% within Q19sex

		Sex	
		Men	Women
With[a]	Alone	30,7%	24,0%
	With partner/spouse	66,1%	59,9%
	With family and relatives	74,6%	81,2%
	With friends	84,7%	95,7%
	With colleagues	21,2%	17,8%

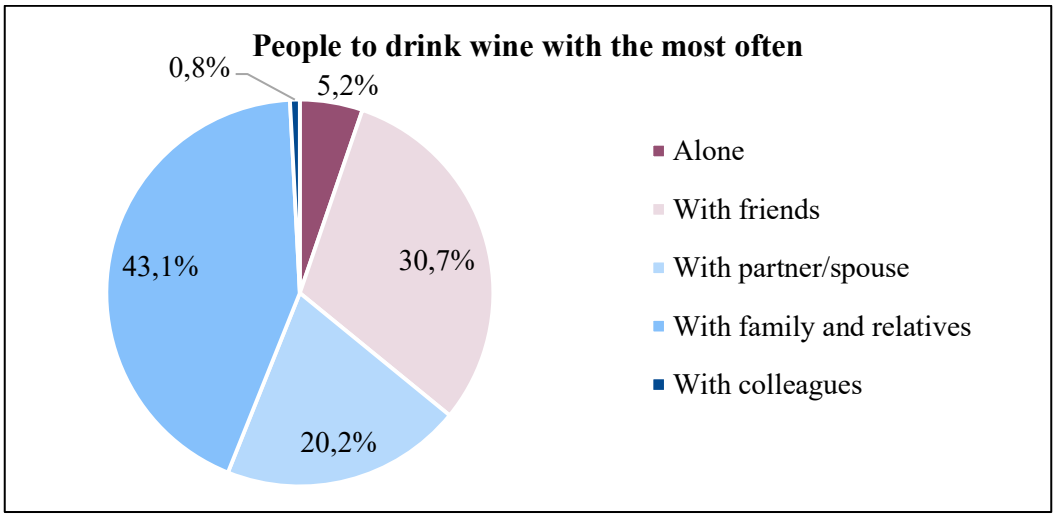
Percentages and totals are based on respondents.
a. Group

Source: Own research

5.7.3 People to drink wine with the most often

The second question dedicated to reference groups of wine consumption was based on selection of the only answer and respondents had to choose with whom they drink wine the most often. The most often company for drink wine is family and relatives, as this option was chosen by 43,1% of respondents. The friends (30,7%) are the second most chosen reference group, followed by spouse or partner (20,2%). Not so high percentage of with whom the wine is drunk the most often have drinking alone (5,2%) and even less drinking with colleagues (0,8%).

Figure 5.8: People to drink wine with the most often



Source: Own research

5.7.4 People to drink wine with the most often according to country

The null hypothesis assuming no differences in place of the most often consumption between two countries was tested. A chi-square test was conducted but 20% of cells have expected count less than 5 and the minimum expected count is 1,35 (<5) so Fisher's exact test had to be done as well. The level of exact significance is 0,00 (<0,05) therefore the null hypothesis is rejected and differences between countries are expected (see table 5.28).

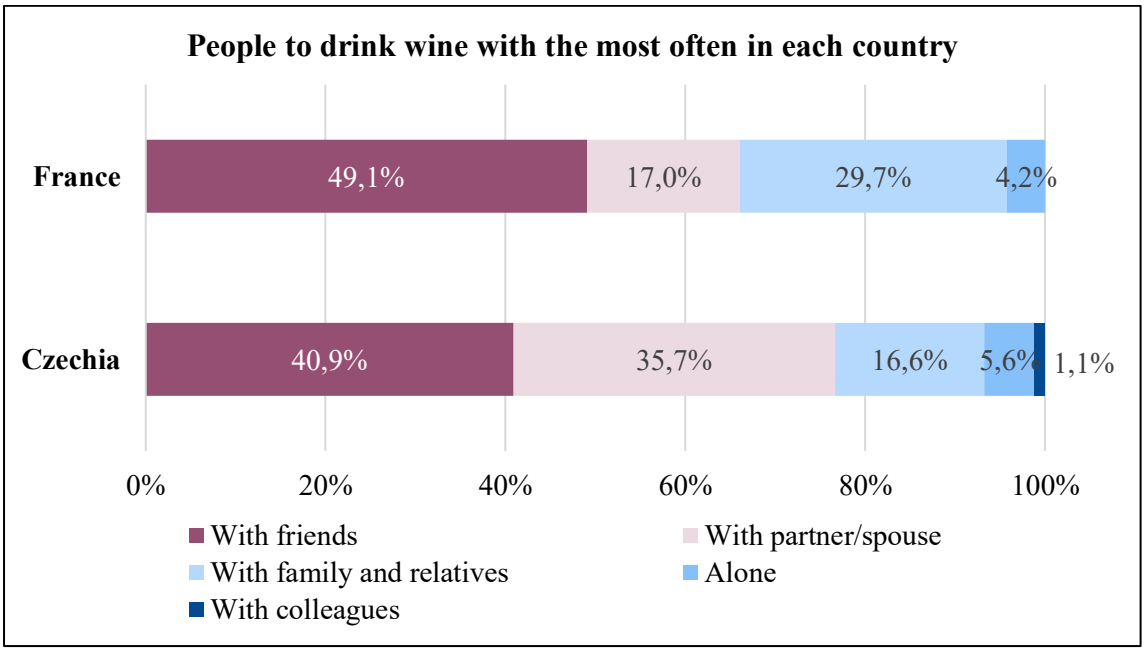
As can be seen in figure 5.9, 49,1% of French drink wine the most often with friends while only 40,9% of Czechs drink with them. Family and relatives is the second most frequent reference group in France (29,7%) and partner or spouse is the third (17%). In the Czech Republic it is other way round, the second most often reference group is partner of spouse (35,7%) and the third is family ad relatives. Some of the Czechs (5,6%) drink the most often alone as well as French (4,2%). Drinking wine with colleagues is the most often reference group for only 1,1% of Czechs.

Table 5.28: People to drink wine with the most often according to the country – Chi-square and Fischer's test

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	28,175[a]	4	,000	,000
Fisher's Exact Test	28,342			,000
N of Valid Cases	610			
a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,35.				

Source: Own research

Figure 5.9: People to drink with the most often based on the country



Source: Own research

5.7.5 People to drink wine with the most often based on the age

The differences between generations have been tested as well. At first, the Chi-square test have been made but as 20% of cells have the minimum expected count lower than 5, Fisher's exact test was made as well (see table 5.29). The level of significance 0,00 (<0,05) revealed that there are differences between generations and contingency table transformed into chart (figure 5.10) was made as well.

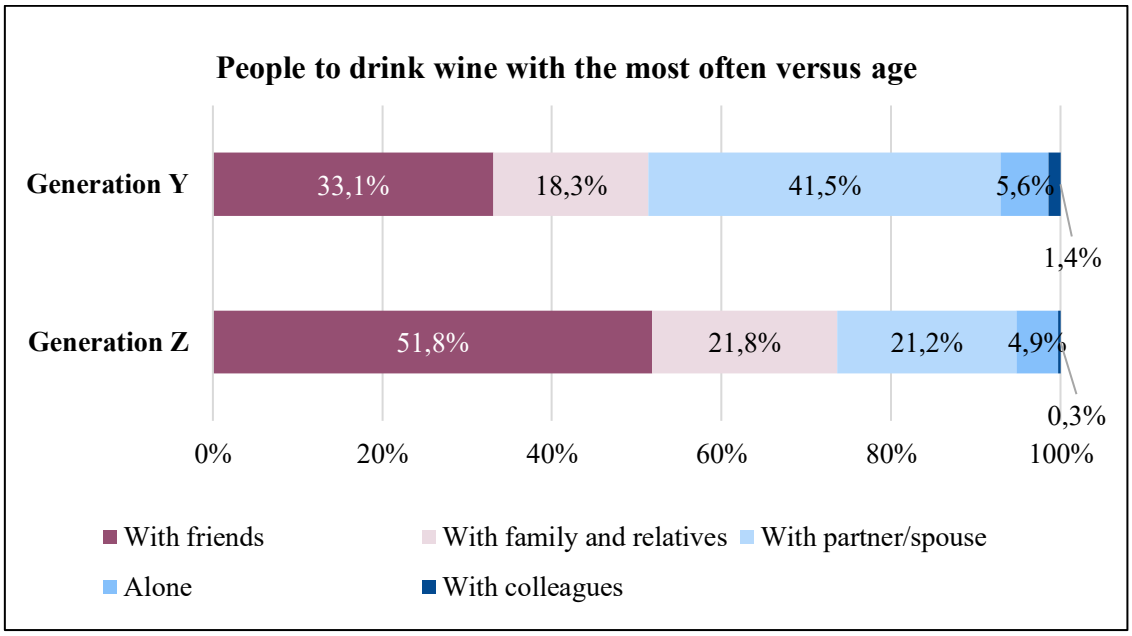
While for generation Z, drinking wine with friends is the most favorite option (51,8%), generation Y prefers the most to drink with partner or spouse (41,5%) and then in lower ratio (33,1%) with friends. Second most favorite option for generation Z is drinking with family and relatives.

Table 5.29: People to drink wine with the most often based on the age – Chi-square and Fischer's test

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	36,242[a]	4	,000	,000
Fisher's Exact Test	36,250			,000
N of Valid Cases	610			
a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,33.				

Source: Own research

Figure 5.10: People to drink wine with the most often based on the age



Source: Own research

5.7.6 People to drink wine with the most often according to social status

Assuming the null hypothesis, that there are no differences among social groups in reference groups of consumption of wine, the chi-square test was made. However, 63,3% (>20%) of cells have expected count less than 5, thus Fischer's test was utilized as well (see table 5.30). The level of significance 0,00 (<0,05) reveals that differences among social groups exist as the null hypothesis had to be rejected.

The biggest common ratio of drinking alone is among independent workers. With partner or spouse the employees and independent workers consume wine the most. The students drink wine the most with friends. Only some of the employees (3,1%) doing mostly mental job drink the most often with their colleagues (see table 5.31).

Table 5.30: People to drink wine with the most often according to social status – Chi-square and Fischer's test

Chi-Square Tests						
			Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		
					95% Confidence Interval	
	Value	df		Significance	Lower Bound	Upper Bound
Pearson Chi-Square	58,398[a]	20	,000	,005	,003	,006
Fisher's Exact Test	56,717			,000	,000	,000
N of Valid Cases	610					
a. 19 cells (63,3%) have expected count less than 5. The minimum expected count is ,04.						

Source: Own research

Table 5.31: People to drink wine with the most often based on social status – Crosstabulation

With whom the wine is consumed the most * Social status Crosstabulation *% within Social status*				
With whom the wine is consumed the most	**Social status**			
	Student	Employee (mostly manual work)	Employee (mostly mental work)	Independent worker
Alone	5,4%	0,0%	5,2%	14,3%
With partner/spouse	24,9%	42,9%	53,1%	57,1%
With family and relatives	22,1%	19,0%	11,5%	14,3%
With friends	47,2%	38,1%	27,1%	14,3%
With colleagues	0,4%	0,0%	3,1%	0,0%
Total	100,0%	100,0%	100,0%	100,0%

Source: Own research

To see whether differences between sexes or people with certain level of education exist, Chi-square tests and Fischer's tests have been conducted. High levels of significance (>0,05) lead to accept the null hypotheses assuming no differences.

5.8 Attitudes about wine consumption

One of the research aims is to collect attitudes about wine consumption. In the questionnaire, there were ten statements about wine consumption and respondents had a task to evaluate a level of agreement with them on a five-point scale (1 – I fully disagree; 5 – I fully agree). Based on level of agreement the attitudes can be further examined.

In table 5.32, the mean value represents the average level of agreement. The statements with the mean value under 3 are the ones that respondents rather disagree with and the statements with the mean value higher than 3 are the ones respondents rather agree with. The most outstanding statements are number 1 and 6, most negative are statements number 4 and 3. For all the statements, the t-test was conducted to see whether the means are different than 3 (in scale: 3 = I don't know), the outcome of a test is available in appendix 3. All the statements except one have mean value different than 3, the only statement where null hypothesis was accepted is statement number 8.

Table 5.32: Average level of agreement with statements

	Descriptive Statistics		
		Mean	**Std. Deviation**
1	I consume wine for its taste/color/smell.	3,84	1,270
2	I have wine consumption connected to festive occasions.	3,13	1,262
3	Wine is drunk by consumers with higher social status.	2,19	1,065
4	I often consume wine because others consume it.	1,89	1,079
5	I would never drink wine alone.	2,56	1,536
6	I like tasting new wines.	3,66	1,257
7	The man needs to be specialist to recognize good wine.	2,66	1,117
8	The price of wine is set based on a quality.	2,91	1,200
9	The quality wine can be bought for cheap price.	3,33	1,156
10	I always consume only quality wine.	2,75	1,184

Source: Own research

To use attitudes about wine consumption for further segmentation, a cluster analysis was conducted. The method chosen for creating the clusters was Ward Linkage. Number of clusters was defined based on author's subjective feeling about size and differences among clusters. ANOVA table was utilized to test existence of significant differences among the clusters. All the levels of significance are 0,00 (<0,05) which means that there are statistically significant differences among clusters.

Table 5.33: Attitudes about wine - ANOVA test

ANOVA Table					
Between Groups: (Combined)					
	Sum of Squares	df	Mean Square	F	Sig.
I consume wine for its taste/color/smell.	396,577	2	198,288	205,269	,000
I have wine consumption connected to festive occasions.	215,056	2	107,528	86,453	,000
Wine is drunk by consumers with higher social status.	29,266	2	14,633	13,429	,000
I often consume wine because others consume it.	45,125	2	22,563	20,634	,000
I would never drink wine alone.	1177,533	2	588,766	1382,661	,000
I like tasting new wines.	330,979	2	165,490	159,081	,000
The man needs to be specialist to recognize good wine.	89,249	2	44,624	40,401	,000
The price of wine is set based on a quality.	139,545	2	69,772	57,377	,000
The quality wine can be bought for cheap price.	249,396	2	124,698	134,114	,000
I always consume only quality wine.	132,794	2	66,397	55,952	,000

Source: Own research

The differences among three clusters can be observed in table 5.34. First cluster is composed of people who drink wine for its taste and like experiencing, they do not mind

drinking alone and believe that good wine can be bought cheap, therefore, this cluster's name is Self-enjoyers. The second cluster is very similar but different in higher connection of consumption to festive occasion and avoiding drinking alone. Thus, the second cluster's name is Social-wine-enjoyers. The third cluster is different. Its members do not enjoy the taste of wine and do not experiment and even believe that they do not consume quality wine. They would drink alone in belief that good wine cannot be bought for cheap. This cluster's name is Alcohol seekers.

Table 5.34: The differences among clusters - Means

Report

Mean

	Ward Method		
	Self-enjoyers	Social-wine-enjoyers	Alcohol seekers
I consume wine for its taste/color/smell.	4,20	3,99	1,50
I have wine consumption connected to festive occasions.	3,13	3,60	1,52
Wine is drunk by consumers with higher social status.	2,22	2,32	1,56
I often consume wine because others consume it.	1,71	2,25	1,58
I would never drink wine alone.	1,51	4,41	1,53
I like tasting new wines.	3,96	3,85	1,52
The man needs to be specialist to recognize good wine.	2,66	2,95	1,61
The price of wine is set based on a quality.	3,03	3,13	1,52
The quality wine can be bought for cheap price.	3,58	3,52	1,47
I always consume only quality wine.	3,03	2,73	1,45

Source: Own research

5.8.1 Attitude groups' consumption in context

To follow up on consumer behavior in clusters defined above, several crosstabs accompanied by chi-square tests were made. Differences among clusters were tested in context of occasions, places, people and frequency of the most often consumption of wine. For most of the contextual variables the level of significance was lower than 0,05, therefore the null hypotheses assuming no differences among clusters were rejected. The only variable to accept the null hypothesis was where people drink wine the most often.

One of the variables was the most often occasion to drink wine at. A contingency table to see the differences among clusters (table 5.35) was made. The formal social events are most attended by social-wine-enjoyers, 6,3% of them drink wine during them the most. The informal social events are the most favorite for all the clusters. The group of self-enjoyers drinks during common moments above-average.

Table 5.35: Occasions to drink wine the most at according to clusters - Crosstabulation

Crosstab *% within Clusters (according to Ward method)*				
		Clusters (according to Ward method)		
		Self-enjoyers	Social-wine-enjoyers	Alcohol seekers
During which occasion is the wine drunk the most	Formal social events	2,2%	6,3%	1,6%
	Informal social events	37,8%	46,2%	51,6%
	Personal moments	28,0%	29,0%	23,4%
	Common moments	32,0%	18,6%	23,4%
Total		100,0%	100,0%	100,0%

Source: Own research

Another contingency table was made to compare groups of people in the clusters according to who they drink with. As can be seen in table 5.36, self-enjoyers tend to drink alone the most often more than other clusters. They also drink with partners and friends frequently as they enjoy their company. Social-wine-enjoyers equally balance the consumption among family, partners and most of all friends. As it is obvious from previous table, they meet up during social events, thus they hardly drink alone. Alcohol seekers drink the most with friends.

Table 5.36: People to drink wine with the most according to clusters - Crosstabulation

Crosstab *% within Clusters (according to Ward method)*				
		Clusters (according to Ward method)		
		Self-enjoyers	Social-wine-enjoyers	Alcohol seekers
With whom the wine is consumed the most	Alone	8,6%	0,5%	4,7%
	With partner/spouse	35,4%	26,2%	21,9%
	With family and relatives	17,2%	26,7%	12,5%
	With friends	37,8%	46,2%	59,4%
	With colleagues	0,9%	0,5%	1,6%
Total		100,0%	100,0%	100,0%

Source: Own research

It can be quite interesting to observe how often members of each cluster drink, therefore crosstabulation was made to compare differences among clusters in consumption frequency. According to table 5.37, self-enjoyers and alcohol seekers drink more often than social-wine-enjoyers. The group of social-wine-enjoyers awaits moments with friends and family, therefore they consume less often than other groups.

Table 5.37: Frequency of wine consumption based on clusters

Crosstab *% within Clusters (according to Ward method)*				
		Clusters (according to Ward method)		
		Self-enjoyers	Social-wine-enjoyers	Alcohol seekers
How often the wine is drunk	At least once per week	48,6%	33,0%	45,3%
	At least once or twice per month	44,6%	49,8%	40,6%
	Approximately once or twice in half of the year	6,8%	17,2%	14,1%
Total		100,0%	100,0%	100,0%

Source: Own research

5.9 Knowledge about the wine

When a person makes associations between concepts it leads to creation of the knowledge (Kardes, Cronley and Cline, 2015). Participants of the research were asked to assess their own knowledge about wine on a seven-point scale to be used as a possible segmentation criterion. As can be seen in figure 5.11, respondents rather evaluated themselves in lower part of the scale. The average level of self-assessment is 3,28, the median is 3.

Figure 5.11: Self-assessed knowledge about wine

Source: Own research

The self-assessed knowledge was tested to see whether statistically significant differences exist between genders. The t-test was made with an outcome level of significance 0,00 (<0,05), therefore the null hypothesis assuming no differences is rejected (see table 5.38).

According to table 5.39, the average level of assessed knowledge of men (3,63) is higher than women's (3,12). Thus, men evaluated themselves higher.

Table 5.38: Self-assessed knowledge based on the gender – t-test

Independent Samples Test			
		Accessed knowledge about wine	
		Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F	,002	
	Sig.	,965	
t-test for Equality of Means	t	3,953	3,966
	df	608	364,898
	Sig. (2-tailed)	,000	,000
	Mean Difference	,524	,524
	Std. Error Difference	,133	,132

Source: Own research

Table 5.39: Self-assessed knowledge based on the gender - Means

Group Statistics					
	Sex	N	Mean	Std. Deviation	Std. Error Mean
Accessed knowledge about wine	Men	189	3,64	1,504	,109
	Women	421	3,12	1,518	,074

Source: Own research

5.10 Consumer preferences

Several questions regarding preferences were included into the questionnaire. Those questions were about origin of wine, type of wine and willingness to pay for a bottle of wine in the restaurant and in the shop.

5.10.1 Preferred origin of the wine

Respondents were asked about the origin of wine they drink. Only 3,3% of respondents claimed to drink only local wine, the majority (34,8% claimed they drank rather local wine and 20,2% of respondents drink local and foreign wine in the same amount. Preference of rather foreign wine is very low (2,8%) and drinking only foreign wine has the lowest frequency (0,4%). Many respondents (22,5%) were not interested whether the wine is local or foreign.

The preferred origin of wine was tested to see whether statistically significant differences exist among countries, sexes or generations. The significance of a chi-square test lower than 0,05 was found only between genders (see table 5.40). The null hypotheses assuming no differences between countries and generations have not been rejected (see table 5.42; 5.43).

According to table 5.41, men mind the origin of wine more than women. Men are not interested in origin of wine in 21,2%, whereas 29,2% of women are not interested whether the wine is local or foreign. Overall, both sexes incline to consume mostly local wine, men even more than women.

Table 5.40: Preferred origin of wine based on the gender – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11,676[a]	5	,040
N of Valid Cases	610		
a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is ,93.			

Source: Own research

Table 5.41: Preferred origin of wine based on the gender - Crosstabulation

Crosstab			
% within Sex			
		Sex	
		Men	Women
Origin of drank wine	Only local wine	3,7%	4,0%
	Rather local wine	44,4%	40,1%
	Local and foreign wine in the same amount	23,8%	24,2%
	Rather foreign wine	6,3%	1,9%
	Only foreign wine	0,5%	0,5%
	I am not interested whether the wine is local or foreign	21,2%	29,2%
Total		100,0%	100,0%

Source: Own research

Table 5.42: Preferred origin of wine based on the country – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8,199[a]	5	,146
N of Valid Cases	610		
a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is ,81.			

Source: Own research

Table 5.43: Preferred origin of wine based on the age – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10,277[a]	5	,068
Likelihood Ratio	10,366	5	,066
N of Valid Cases	610		
a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is 1,40.			

Source: Own research

5.10.2 Preferred type of wine

Two questions about the type of wine drunk by people were incorporated in the questionnaire (question 15-16). The first one of them was a multiple response based and reveals which types of wine consumers drink. Bottled wine is drunk by 96,2% of respondents, bulk wine is drunk by 62,3% participants of the research and least favorite is sparkling wine which is consumed by 41% of respondents.

Using a multiple response set, a cross tabulation was made to observe the differences between countries in types of wine consumed on local market. Czech population is much more open to any kind of wine. The majority of respondents (94,8%) consumes bottled wine and 74,6% consume bulk wine and 45,2% consume sparkling wine. French population is more focused on bottled wine (100%) and only 29,1% consume bulk wine and 29,7% consume sparkling wine (see table 5.44).

Table 5.44: Types of wine according to country - Crosstabulation

$Types_of_wine*Country Crosstabulation *% within Country*			
		Country	
		Czechia	France
Types of wine[a]	Bulk wine	74,6%	29,1%
	Bottled wine	94,8%	100,0%
	Sparkling wine	45,2%	29,7%
Percentages and totals are based on respondents. a. Group			

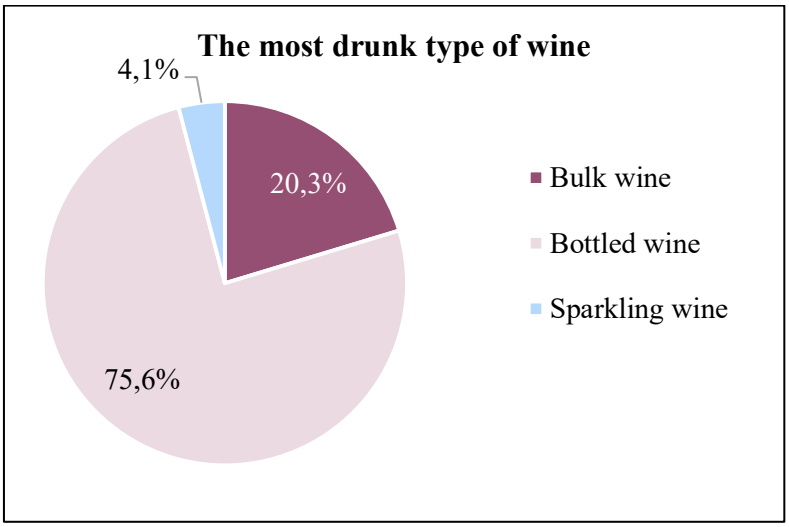
Source: Own research

5.10.3 The most drunk type of wine

The second of the pair of questions about types of wine allowed only a single answer to track which type of wine has drunk the most. As can be seen in figure 5.12, the bottled wine is

the most often drunk by 75,6% of respondents, bulk wine is drunk the most often buy 20,3% of respondents and sparkling wine by 4,1% of respondents.

Figure 5.12: The most drunk type of wine



Source: Own research

5.10.4 The most drunk type of wine based on the age

Chi-square tests were conducted to find out whether statistically significant differences between countries, sexes and generations exist. Assuming the null hypotheses stating no differences among groups, chi-square tests were conducted. The levels of significance for distinct countries and generations are lower than 0,05, therefore the differences are assumed (see table 5.45; 5.46). The level of significance in testing the sexes is 0,468 (>0,05) therefore no differences in types of wine are expected.

Table 5.45: The most drunk type of wine according to country – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	50,727[a]	2	,000
N of Valid Cases	610		
a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,76.			

Source: Own research

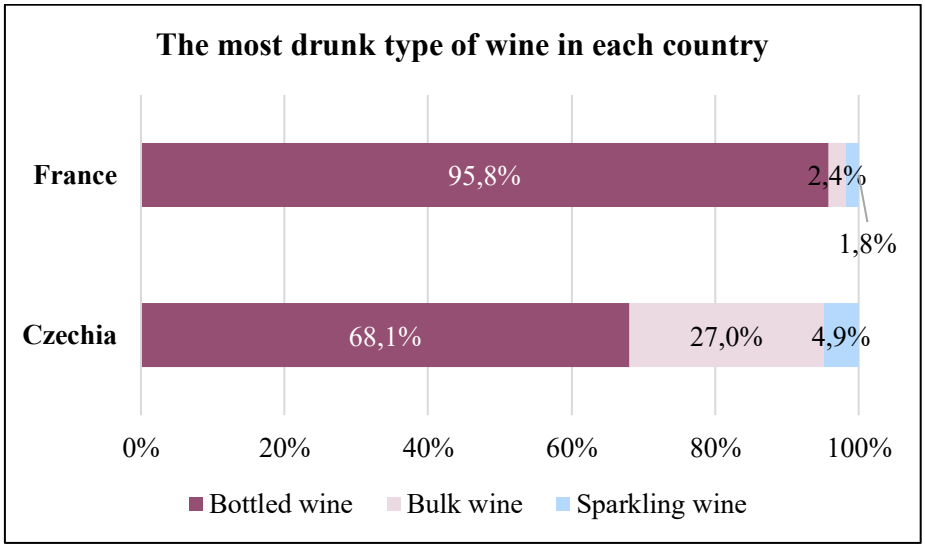
Table 5.46: The most drunk type of wine based on the age – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,959[a]	2	,019
N of Valid Cases	610		
a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 11,64.			

Source: Own research

To follow up on differences between countries a figure 5.13 was made. The French population has a clean-cut position about drinking bottled wine. The majority (95,8%) of the population drinks it the most often, leaving space in 2,4% of bulk wine and 1,8% of sparkling wine. People in the Czech Republic drink the most in 68,1% bottled wine, in 27% bulk wine and in 4,9% sparkling wine. The preferences are more diverse there.

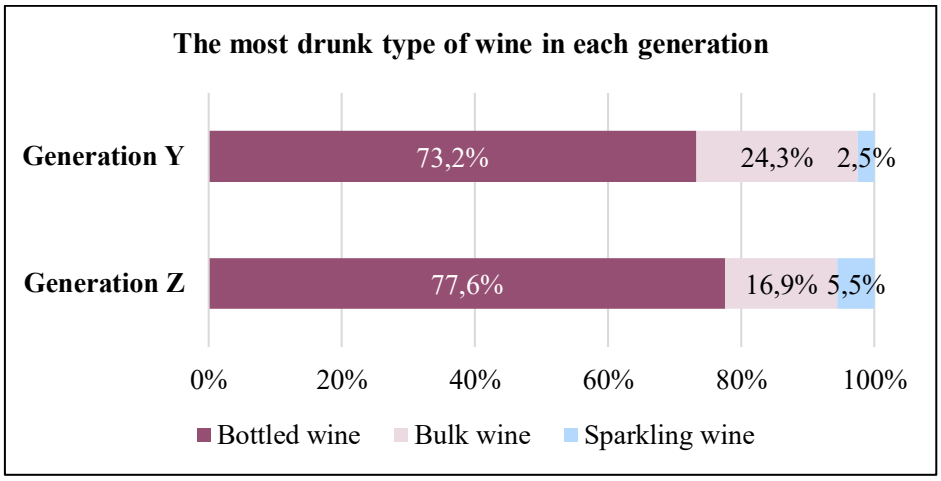
Figure 5.13: The most drunk type of wine in each country



Source: Own research

The differences between generations can be observed in figure 5.14. Approximately three quarters of respondents from both generations drink bottled wine the most often. Only 2,5% of generation Y drink sparkling wine and 24,3% of them drink bulk wine the most often. Respondents from Generation Z drink the most the bulk wine in 16,9% and sparkling wine in 5,5%.

Figure 5.14: The most drunk type of wine in each generation



Source: Own research

5.10.5 Willingness to pay for a bottle of wine

To analyze willingness to pay for a bottle of wine (0,75l) in the shop and in the restaurant, the respondents have chosen the amount of money they would spend on it. As the price level is different in shops and restaurants, the question was separated to 2 scales (question 17) and prices were adjusted to local markets.

Based on the amount of money respondents are willing to pay for a bottle of wine, they were segmented into three groups. The first one – low spenders are composed of people who claimed they would spend up to 100CZK/5EUR in the shop and up to 200CZK/15EUR in the restaurant. The second group – moderate spenders is composed by people who claimed they would spend up to 300CZK/15EUR in the shop and 700CZK/40EUR in the restaurant. The last group – high spenders would spend more than 300CZK/15EUR in the shop and 700CZK/41EUR in the restaurant.

To reveal the differences between countries in willingness to pay for a bottle of wine in the shop, a chi-square test was made. The level of significance 0,256 (>0,05) revealed that no statistically significant differences occurred and therefore the null hypothesis assuming no differences between countries is accepted (see table 5.47).

Table 5.47: Willingness to pay for bottle of wine in the shop according to country - Crosstabulation

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2,725[a]	2	,256
N of Valid Cases	610		
a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,01.			

Source: Own research

The same test was made to discover differences between sexes in willingness to pay for a bottle of wine. The level of significance is 0,13, therefore differences between sexes are expected (see table 5.48).

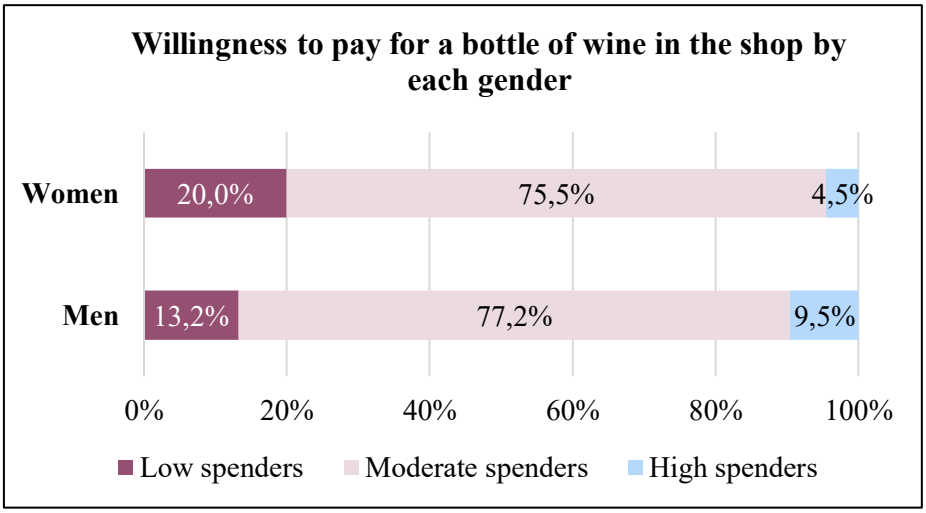
According to figure 5.15, women tend to spend less than men. Higher common ratio of women (20%) belong to group of low spenders than men (13,2%). Men belong to high spenders in higher frequency than women. Majority of the population belongs to moderate spenders (75,5% of women and 77,2% of men).

Table 5.48: Willingness to pay for a bottle of wine in the shop based on the age

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8,751[a]	2	,013
N of Valid Cases	610		
a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 11,46.			

Source: Own research

Figure 5.15: Willingness to pay for a bottle of wine in the shop by each gender



Source: Own research

Statistically significant differences between generations were tested as well. The level of significance was higher than 0,05, therefore the null hypothesis assuming no differences between them was accepted.

The second part of the question was focused on the willingness to pay for a bottle of wine in the restaurant. Same clusters were made as in the case of buying wine in the shop and then tested for statistically significant differences between countries and gender. The level of significance (sig. = 0,524 > 0,05) in case of countries lead to accepting the null hypothesis. In case of testing differences between gender, the level of significance 0,00 (<0,05) revealed statistically significant differences (see table 5.49).

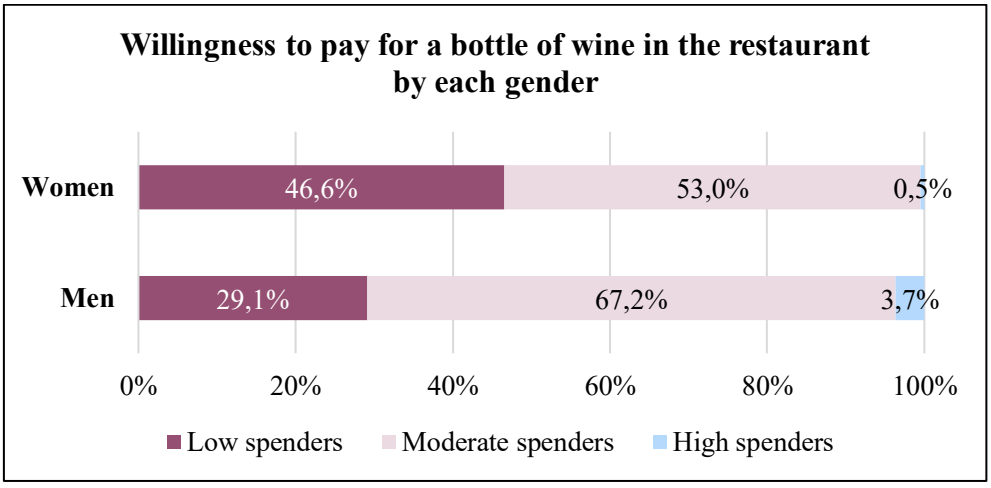
Comparing the size of the clusters, women spend in the restaurants less than men. As can be seen in figure 5.16, 46,6% of women belong to low spenders while only 29,1% belong to them. The majority of the population belongs to moderate spenders (53% of women and 67,2% of men). Only 3,7% of men belong to high spenders and less than 1% of women belong to them.

Table 5.49: Willingness to pay for a bottle of wine in the restaurant based on the gender – Chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23,476[a]	2	,000
N of Valid Cases	610		
a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 2,79.			

Source: Own research

Figure 5.16: Willingness to pay for a bottle of wine by each gender



Source: Own research

6 Recommendations

Based on the theoretical issues of consumer behavior and research findings several recommendations are formulated in following chapter.

If looking at the wine market in the big picture, several tendencies can be observed. Majority of respondents drink wine at least once per month, this gives a lot of space for encouraging consumption. People drink mostly at home and in restaurants especially during informal social events, personal moments or even without reason. They enjoy these moments with family, friends and partners. It would be counterproductive to advertise drinking wine during formal social events because they do not happen so often and consumers do not attend to these events so often. Besides, during some formal events drinking wine is unavoidable. People like tasting new wines so special editions and seasonal offers could attract wine lovers to purchase a bottle or glass. Time dedicated for wine consumption is during the evening and night, especially on Friday and on the weekend.

Making well-positioned offers is a necessity in the very competitive market. By looking for differences among distinct groups, marketers can better address their target. Firstly, differences between generation Y and Z will be formulated. Secondly differences between countries will be commented.

Even though generations Y and Z are similar in many ways, several differences in the context of wine consumption were revealed. Generation Z starts to drink sooner in the day, drinks more often together with meal and drinks in public spaces more frequently. While Millennials drink wine most often with their partners, half of the generation Z drinks most often with friends. Moreover, generation Z inclines more towards drinking alone. Focusing on preferences of each generation, Millennials do not mind drinking bulk wine, whereas generation Z is stricter about drinking bottled wine or sparkling wine, which positively contributes to their image. Furthermore, the best way to influence selected age cohorts is by social sites and bloggers rather than by traditional media. Both generations incline to favoring social responsibility of the company and the message of the brand, therefore, it cannot rely on classical advertisements but on stories behind the production, social responsibility and relationship to region.

An important part of the intercultural contextual analysis was looking for differences between France and the Czech Republic. In both countries, people like drinking at home the

most, yet the French consume wine more in restaurants. The most favorite occasions do not differ between countries, both populations drink the most during informal social events. The main cultural difference relies on the fact that median of wine consumption together with meal in the Czech Republic is 20%, while in France the median is 67%. This difference contributes to the fact that biorhythm of Czech wine consumption is grading during the day, while in France the consumption peaks are in the lunchtime and in the evening and night.

In both countries, drinking together with friends, family and partners is the most frequent. Yet, there are significant differences in drinking alone and with colleagues. While French avoid drinking alone, in Czechia it is more often. On the other hand, Czechs barely drink with colleagues which is normal in France. The majority of the French population drink bottled wine leaving small place for other types. Czech preferences are more fragmented, after bottled wine one quarter of the population drinks bulk wine the most and almost 5% of people drink sparkling wine the most.

As one of the research aims was to map attitudes about wine, several clusters were made to create segments based on psychographic criteria. Three clusters were formed. The biggest one of them is called *Self-Enjoyers* and it groups people who drink wine relatively more often, enjoy the taste and like tasting new wines. These people drink alone more often than members of other clusters and prefer drinking during common and personal moments.

The second segment called *Social-Wine-Enjoyers* is very similar to the first one, except for the fact that its members avoid drinking alone and drink less frequently as they await social occasion. They like the taste and experimenting with new kinds as well.

The last segment is called *Alcohol Seekers* and it represents people who do not like the taste of wine, avoid experimenting and they think that the wine they drink has bad quality. They do not connect its consumption to festive moments of higher social class but they think that a man needs to be an expert to recognize a good wine and that price is based on quality. Despite the fact that wine is not their favorite beverage, they drink quite often, especially with friends.

As described, the segments based on psychographic criteria differ from each other. Therefore, marketing mix must be adapted for each cluster. Social-Wine-Enjoyers and Self-Enjoyers would appreciate bottles of wine with a nice design and quality in taste. As we are speaking about generation Y and Z, the brand must be in line with their values and lifestyle. Brands targeting Alcohol seekers do not need to focus on design and image of the brand so much. Its consumers are aware of the fact that they are consuming nothing special and they do

not look for it. Targeting this cluster may be very profitable because they drink quite often and marketing expenses do not have to by high.

7 Conclusion

In this diploma thesis the topic of Intercultural Contextual Differences of Wine Consumption was researched with aims to create a theoretical background and to map contextual characteristics of wine consumption of generation Y and Z in France and the Czech Republic. Furthermore, the paper dealt with consumer attitudes about wine consumption as well as with consumer preferences.

Firstly, the theoretical issues were outlined to clarify the role of the influencing factors of consumer behavior and segmentation in formulating a strategic marketing plan. The theory was focused on identification of consumers rather than on other participants of all stages of consumer buying process. Attention was also paid to describing the Millennials and Generation Z, as these generations were targeted in the research.

The next chapter was written to characterize the French and Czech wine markets to provide structured information about production, consumption, trade, market structure and trends. Both markets aimed in the research were described and information about the global market was included as well to secure a full context.

As mentioned, the goal was to get insight about when, where and with whom consumers drink wine and what are their attitudes and preferences. As no comparable secondary data was available, the primary quantitative research was conducted to gather data from the French and Czech wine market from keened generations Y and Z. A structured survey composed of 22 questions was used in this research and it was shared online with an outcome of 726 valid questionnaires from the keened age cohort. After the first two filter questions, 610 respondents created a base for the core research.

The analysis has revealed significant differences between countries in places of the most often consumption of wine, in times of consumption, reference groups and preferences. One of the biggest differences lies in the fact that French people drink wine together with their meals much more than Czechs and the timing of drinking also affects the biorhythm of Czech wine consumption which is grading during the day, while in France the consumption peaks are in the lunchtime and in the evening and night. The consumer behavior of generation Y and Z is very similar but several differences have been found. Generation Z drinks out of home more often than Millennials and they also drink more often while eating. Millennials drink the most with their partners whereas generation Z drinks the most with their friends.

Based on the attitudes about the wine consumption, three clusters named Self-Enjoyers, Social-Wine-Enjoyers and Alcohol seekers were created to provide psychographic segmentation to be used for targeting.

As could be seen throughout comprehensive analysis, the differences can be found not only between generations and countries, other variables played the role in influencing consumer behavior as well, therefore, the topic would be worthy of subsequent analysis or the research.

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List of Abbreviations

AD – Anno Domini

AOC - wines of denomination of origin controlled (des vins d'Appellation d'Origine Contrôlée)

AOP - wines of denomination of origin protected (des vins d'Appellation d'Origine protégée)

BC – Before Christ

CBI - Centre for the Promotion of Imports

CZK – Czech crown (Česká koruna)

CZSO – Czech statistical Office

EU – European Union

EUR - Euro

France AgriMer – French office of products of agriculture and sea products (Etablisement national de produits de l'agriculture et de la mer)

GAIN - Global Agricultural Information Network

IGP - wines with geographical protection (Indication Géographique Protégée)

OIV – International organization of Vine and Wine

PDI - protected geographical indication

PDO - Protected designation of origin

SIG - wines without geographical identification (Sans Identification Géographique)

Sig. – Significance

VALS – Values and Lifestyle

WHO – World Health organization

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Herewith I declare that

- I am informed that Act No. 121/2000 Coll. – the Copyright Act, in particular, Section 35 – Utilization of the Work as a Part of Civil and Religious Ceremonies, as a Part of School Performances and the Utilization of a School Work – and Section 60 – School Work, fully applies to my diploma (bachelor) thesis;
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Ostrava 27.4.2018

Michaela Stöckerová

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Annex A: Questionnaire in Czech

Vážený respondente,

ráda bych Vás požádala o vyplnění dotazníku, který bude sloužit pro účely mé diplomové práce. Jsem studentkou 5. ročníku oboru marketing a obchod na Vysoké škole báňské – Technické univerzitě Ostrava. Ve své diplomové práci se zabývám mezigeneračním srovnáním spotřebitelského chování na trhu s vínem v České Republice a Francii. Vaše odpovědi jsou zcela anonymní a budou sloužit pouze pro potřeby výzkumu v mé diplomové práci. Předem Vám velmi děkuji za Vaši ochotu a za Váš čas strávený vyplněním tohoto dotazníku.

Michaela Stöckerová

*Pokud není uvedeno jinak, vyberte prosím **pouze jednu** odpověď, případně odpověď doplňte.*

1. **Pijete víno?**
    1. Ano
    2. Ne
2. **Jak často pijete víno?**
    1. Alespoň 1 x týdně
    2. Alespoň 1 – 2 x měsíčně
    3. Přibližně 1 – 2 x za půl roku
    4. Méně častěji
3. **Uveďte, kde konzumujete víno.** *Zakroužkujte všechny možnosti.*
    1. Doma
    2. V restauraci
    3. Hospodě/baru
    4. Venku (např. piknik, venkovní posezení)
    5. Ve vinotéce
    6. Ve vinném sklípku

4. **Uveďte, kde konzumujete víno nejčastěji.**
    1. Doma
    2. V restauraci
    3. Hospodě/baru
    4. Venku (např. piknik, venkovní posezení)
    5. Ve vinotéce
    6. Ve vinném sklípku
5. **Uveďte, při jaké příležitosti konzumujete víno.** *Zakroužkujte všechny možnosti.*
    1. Formální společenské akce (recepce, raut, obchodní jednání)
    2. Neformální společenské akce (např. party, oslava narozenin, Silvestr)
    3. Osobní příležitosti (např. dovolená, romantické chvíle)
6. **Uveďte, při jaké příležitosti konzumujete víno nejčastěji.**
    1. Formální společenské akce (recepce, raut, obchodní jednání)
    2. Neformální společenské akce (např. party, oslava narozenin, Silvestr)
    3. Osobní příležitosti (např. dovolená, romantické chvíle, volný víkend)
    4. Běžné (bez speciální příležitosti – k jídlu, televizi)
7. **Kdy konzumujete víno?** *Uveďte všechny možnosti.*
    1. Pondělí - čtvrtek
    2. Pátek
    3. Víkend
8. **V kterou denní dobu konzumujete víno?** *Uveďte všechny možnosti.*
    1. Ráno nebo dopoledne
    2. V době oběda
    3. Odpoledne
    4. Večer a v noci
9. **Uveďte, ve které části roku pijete víno nejčastěji?**
    1. Na jaře
    2. V létě
    3. Na podzim
    4. V zimě
10. **Odhadněte, kolik procent vaší celkové konzumace vína konzumujete spolu s jídlem.** (Vepište, prosím, hodnotu v procentech)

    ……

11. Uveďte, s kým konzumujete víno. *Uveďte všechny možnosti.*

1. Sám/sama
2. S partnerem/ manželem (manželkou)
3. S rodinou a příbuznými
4. S přáteli
5. S kolegy z práce

12. **Uveďte, s kým konzumujete víno nejčastěji.**

1. Sám/sama
2. S partnerem/ manželem (manželkou)
3. S rodinou a příbuznými
4. S přáteli
5. S kolegy z práce

13. Ohodnoťte, nakolik souhlasíte s danými tvrzeními. (Odpověď zakroužkujte)

(1 – zcela nesouhlasím; 5 – zcela souhlasím)

1.	Víno konzumuji především pro jeho chuť/ barvu/ vůni	**1**	**2**	**3**	**4**	**5**
2.	Konzumaci vína mám spojenou se slavnostními příležitostmi	**1**	**2**	**3**	**4**	**5**
3.	Víno pijí spotřebitelé s vyšším sociálním statusem	**1**	**2**	**3**	**4**	**5**
4.	Často konzumuji víno proto, že ho konzumují ostatní	**1**	**2**	**3**	**4**	**5**
5.	Nikdy bych nepil víno sám	**1**	**2**	**3**	**4**	**5**
6.	Rád(a) zkouším nové druhy vína	**1**	**2**	**3**	**4**	**5**
7.	Člověk musí být odborník, aby poznal dobré víno	**1**	**2**	**3**	**4**	**5**
8.	Cena vína se odvíjí od jeho kvality	**1**	**2**	**3**	**4**	**5**
9.	Kvalitní víno se dá koupit i za nízkou cenu	**1**	**2**	**3**	**4**	**5**
10.	Vždy konzumuji pouze kvalitní vína	**1**	**2**	**3**	**4**	**5**

14. Preferujete při konzumaci tuzemská vína, nebo zahraniční vína?

1. Pouze tuzemská vína
2. Převážně tuzemská vína
3. Stejnou měrou tuzemská i zahraniční vína
4. Převážně zahraniční vína
5. Pouze zahraniční vína
6. Nezajímám se o to, zda je víno tuzemské nebo zahraničního původu.

15. Jaký druh vína pijete? *Uveďte všechny možnosti.*

1. Stáčená, sudová vína
2. Láhvová vína
3. Šumivá vína

16. Jaký druh vína pijete nejčastěji?

1. Stáčená, sudová vína
2. Láhvová vína
3. Šumivá vína

17. Jakou částku jste ochotni zaplatit za láhev vína 0,75l, pokud víno nakupujete pro osobní spotřebu?

nákup v maloobchodě	**restaurace**
1. Do 50 Kč	1. Do 100 Kč
2. 51 – 100 Kč	2. 101 – 200 Kč
3. 101 – 150 Kč	3. 201 – 300 Kč
4. 151 – 200 Kč	4. 301 – 500 Kč
5. 201 – 300 Kč	5. 501 – 700 Kč
6. 301 – 400 Kč	6. 701 – 1000 Kč
7. Nad 400 Kč	7. Nad 1000 Kč

18. Ohodnoťte Vaši znalost v oblasti vína. Odpověď, prosím, zakroužkujte.

(1 – jsem pouhým spotřebitelem vína, 7 – o víno se intenzivně zajímám)

1 2 3 4 5 6 7

19. Pohlaví

1. Muž
2. Žena

20. Váš věk?

1. Do 23 let
2. 23 – 32 let
3. 33 – 42 let
4. 43 – 52 let
5. Nad 52 let

21. Jaké je Vaše nejvyšší dosažené vzdělání?

1. Základní/ vyučen
2. Středoškolské
3. Vysokoškolské

22. Jaký je Váš sociální status?

1. Student
2. Zaměstnanec (převážně manuální práce)
3. Zaměstnanec (převážně duševní práce)
4. Nezaměstnaný
5. OSVČ
6. Mateřská dovolená
7. Důchodce

Annex B : Questionnaire in French

Cher répondant,

Je voudrais vous demander de remplir ce questionnaire, qui sera utilisé pour alimenter ma thèse de diplôme. Je suis une étudiante en 5ème année marketing & commerce VŠB – Université de technique Ostrava. Dans ma thèse de diplôme, je fais de la comparaison intergénérationnelle du comportement des consommateurs sur le marché du vin en République tchèque et en France. Vos réponses sont entièrement anonymes et ne serviront que mes besoins de recherche pour ma thèse. Merci d'avance pour votre disponibilité et votre temps passé à répondre à ce questionnaire.

Michaela Stöckerová

Sauf indication contraire, veuillez sélectionner une seule réponse

1. **Buvez-vous du vin?**
    1. Oui
    2. Non
2. **À quelle fréquence buvez-vous du vin?**
    1. Au moins 1 fois par semaine
    2. Au moins 1-2 fois par mois
    3. Environ 1-2 fois en six mois
    4. Moins souvent
3. **Indiquez où vous consommez du vin le plus souvent.** *Marquez toutes les options.*
    1. À la maison
    2. Au restaurant
    3. Au pub / bar
    4. En plein air (pique-nique, terrasse)
    5. Dans un magasin de vin
    6. Dans une cave à vin

4. **Indiquez où vous consommez du vin le plus souvent.**
    1. À la maison
    2. Dans un restaurant
    3. Dans un pub / bar
    4. En plein air (pique-nique, terrasse)
    5. Dans un magasin de vin
    6. Dans une cave à vin
5. **Indiquez à quelle occasion vous consommez du vin.** *Marquez toutes les options.*
    1. Evènements sociaux formels (réception, banquet, réunions d'affaires)
    2. Événements sociaux informels (p. Ex. Fête, anniversaire, Nouvel An)
    3. Occasions personnelles (vacances, moments romantiques)
    4. Commun (pas d'occasion spéciale - manger, télévision)
6. **Indiquez à quelle occasion vous consommez du vin le plus souvent.**
    1. Evènements sociaux formels (réception, banquet, réunions d'affaires)
    2. Événements sociaux informels (Fête, anniversaire, Nouvel An)
    3. Occasions personnelles (vacances, moments romantiques)
    4. Commun (pas d'occasion spéciale - manger, télévision)
7. **Quand consommez vous du vin?** *Marquez toutes les options.*
    1. Du lundi au jeudi
    2. Le Vendredi
    3. Le weekend
8. **A quelle heure consommez-vous du vin?** *Marquez toutes les options.*
    1. Matin
    2. À l'heure du déjeuner
    3. Dans l'après-midi
    4. Soir et nuit
9. **Veuillez indiquer dans quelle partie de l'année vous buvez le plus souvent du vin?**
    5. Au printemps
    6. En été
    7. En automne
    8. En hiver
10. **A quelle fréquence votre consommation de vin est accompagnée de nourriture?**

    (Veuillez entrer la valeur en pourcentage)

    ……

11. Indiquez avec qui vous consommez du vin. *Marquez toutes les options.*

1. Seul
2. Avec un(e) partenaire / mari / femme
3. Avec la famille et les proches
4. Avec des amis
5. Avec des collègues de travail

12. Indiquez avec qui vous consommez du vin le plus souvent.

1. Seul
2. Avec un(e) partenaire / mari / femme
3. Avec la famille et les proches
4. Avec des amis
5. Avec des collègues de travail

13. Évaluez à quel point vous êtes d'accord avec les revendications

(1 - Je ne suis pas du tout d'accord, 5 - Je suis entièrement d'accord)

1.	Je consomme du vin principalement pour son goût/couleur/odeur	**1**	**2**	**3**	**4**	**5**
2.	La consommation de vin est associée à des occasions festives	**1**	**2**	**3**	**4**	**5**
3.	Les consommateurs avec un statut social plus élevé boivent du vin	**1**	**2**	**3**	**4**	**5**
4.	Je consomme souvent du vin parce qu'il est consommé par d'autres	**1**	**2**	**3**	**4**	**5**
5.	Je ne bois jamais de vin seul	**1**	**2**	**3**	**4**	**5**
6.	J'aime essayer de nouveaux types de vin	**1**	**2**	**3**	**4**	**5**
7.	Il faut être un expert pour connaître le bon vin	**1**	**2**	**3**	**4**	**5**
8.	Le prix du vin dépend de sa qualité	**1**	**2**	**3**	**4**	**5**
9.	Le vin de qualité peut être acheté à bas prix	**1**	**2**	**3**	**4**	**5**
10.	Je ne consomme toujours que des vins de haute qualité	**1**	**2**	**3**	**4**	**5**

14. Préférez-vous le vin locaux ou les vins étrangers en consommant*?* *Marquez toutes les options.*

1. Seulement les vins locaux
2. Principalement des vins locaux
3. Ainsi que des vins nationaux et étrangers
4. Vins surtout étrangers
5. Seuls les vins étrangers
6. Je me fiche que le vin soit d'origine locale ou étrangère.

15. Quel types de vin buvez-vous? *Marquez toutes les options.*

1. Vin en cubi
2. Vin en bouteille
3. Vin mousseux

16. Quel types de vin buvez-vous le plus souvent?

1. Vin en cubi
2. Vins en bouteille
3. Vin mousseux

17. Quel montant êtes-vous prêt à payer pour une bouteille de vin de 0,75 l si vous achetez du vin pour votre consommation personnelle?

Dans un magasin	**Au restaurant**
1. Jusqu'à 3 euros	1. Jusqu'à 10 euros
2. 3 - 5 Euro	2. 10 - 15 Euro
3. 5 - 7 Euro	3. 16 - 20 Euro
4. 7 - 10 Euro	4. 21 - 30 Euro
5. 10 - 15 Euro	5. 31 - 40 Euro
6. 15 - 20 Euro	6. 41 - 50 Euro
7. Plus de 20 euros	7. Plus de 50 euros

18. Évaluez votre connaissance du vin.

(1 - Je ne suis qu'un consommateur de vin, 7 - Je suis très intéressé par le vin)

1 2 3 4 5 6 7

19. Sexe

1. Homme
2. Femme

20. Âge

1. Jusqu'à 23 ans
2. 23 - 32 ans
3. 33 - 42 ans
4. 43 - 52 ans
5. Plus de 52 ans

21. Quel est votre plus haut niveau d'éducation plus haut?

1. Basique / enseigné
2. Lycée
3. Université

22. Quel est votre statut social?

1. Étudiant
2. Employé (travail principalement manuel)
3. Employé (principalement un travail mental)
4. Chômeurs
5. Travailleur indépendant
6. Congé de maternité
7. Retraité

Annex C: basic set of tables

Table 1: Wine consumption penetration

Wine consumption presence					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	625	86,1	86,1	86,1
	No	101	13,9	13,9	100,0
	Total	726	100,0	100,0	

Table 2: Frequency of wine consumption

How often the wine is drunk					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least once per week	260	35,8	41,6	41,6
	At least once or twice per month	281	38,7	45,0	86,6
	Approxiamtely once or twice in half of the year	69	9,5	11,0	97,6
	Less often	15	2,1	2,4	100,0
	Total	625	86,1	100,0	
Missing	System	101	13,9		
Total		726	100,0		

Table 3: Place of the wine consumption

$Placefordrinking Frequencies				
		Responses		Percent of Cases
		N	Percent	
Place for drinking[a]	At home	585	30,7%	96,1%
	In restaurant	449	23,5%	73,7%
	In bar or pub	291	15,3%	47,8%
	Outside	281	14,7%	46,1%
	In wine shop	120	6,3%	19,7%
	In wine cellar	181	9,5%	29,7%
Total		1907	100,0%	313,1%
a. Group				

Table 4: Place of the most often wine consumption

Where the wine is drunk the most					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At home	415	57,2	68,0	68,0
	In restaurant	64	8,8	10,5	78,5
	In bar or pub	84	11,6	13,8	92,3
	Outside	23	3,2	3,8	96,1
	In wine shop	11	1,5	1,8	97,9
	In wine cellar	13	1,8	2,1	100,0
	Total	610	84,0	100,0	
Missing	System	116	16,0		
Total		726	100,0		

Table 5: Occasions of wine consumption

$Occasion Frequencies				
		Responses		
		N	Percent	Percent of Cases
Occasion	Formal social events	318	18,6%	52,1%
	Informal social events	535	31,2%	87,7%
	Personal moments	528	30,8%	86,6%
	Common moments	332	19,4%	54,4%
Total		1713	100,0%	280,8%
a. Group				

Table 6: Occasion of the most often wine consumption

During which occasion is the wine drank the most					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Formal social events	22	3,0	3,6	3,6
	Informal social events	258	35,5	42,3	45,9
	Personal moments	170	23,4	27,9	73,8
	Common moments	160	22,0	26,2	100,0
	Total	610	84,0	100,0	
Missing	System	116	16,0		
Total		726	100,0		

Table 7: Days of consumption

$Daysofconsumption Frequencies				
		Responses		Percent of Cases
		N	Percent	
Days of consumption[a]	Monday to Thursday	308	22,3%	50,5%
	Friday	484	35,1%	79,3%
	Weekend	587	42,6%	96,2%
Total		1379	100,0%	226,1%
a. Group				

Table 8: Parts of the day of wine consumption

$Partoftheday Frequencies				
		Responses		Percent of Cases
		N	Percent	
Part of the day[a]	Morning	24	2,6%	3,9%
	Lunchtime	108	11,6%	17,7%
	Afternoon	202	21,6%	33,1%
	Evening and night	601	64,3%	98,5%
Total		935	100,0%	153,3%
a. Group				

Table 9: Seasons of wine consumption

In which season is wine consumed the most					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spring	43	5,9	7,2	7,2
	Summer	267	36,8	44,6	51,8
	Autumn	118	16,3	19,7	71,5
	Winter	171	23,6	28,5	100,0
	Total	599	82,5	100,0	
Missing	System	127	17,5		
Total		726	100,0		

Table 10: With whom the wine is drunk

$With_whom Frequencies				
		Responses		Percent of Cases
		N	Percent	
With whom wine is drunk[a]	Alone	159	9,4%	26,1%
	With partner/spouse	377	22,2%	61,8%
	With family and relatives	483	28,5%	79,2%
	With friends	563	33,2%	92,3%
	With colleagues	115	6,8%	18,9%
Total		1697	100,0%	278,2%
a. Group				

Table 11: With whom the wine is consumed the most

With whom the wine is consumed the most					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone	32	4,4	5,2	5,2
	With partner/spouse	187	25,8	30,7	35,9
	With family and relatives	123	16,9	20,2	56,1
	With friends	263	36,2	43,1	99,2
	With colleagues	5	,7	,8	100,0
	Total	610	84,0	100,0	
Missing	System	116	16,0		
Total		726	100,0		

Table 12: Size of clusters

Ward Method					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-enjoyers	325	44,8	53,3	53,3
	Social-wine-enjoyers	221	30,4	36,2	89,5
	Alcohol seekers	64	8,8	10,5	100,0
	Total	610	84,0	100,0	
Missing	System	116	16,0		
Total		726	100,0		

Table 13: Origin of the wine

Origin of drank wine					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Only local wine	24	3,3	3,9	3,9
	Rather local wine	253	34,8	41,5	45,4
	Locan and foreign wine in the same ammount	147	20,2	24,1	69,5
	Rather foreign wine	20	2,8	3,3	72,8
	Only foreign wine	3	,4	,5	73,3
	I am not interested whether the wine is local or foreign	163	22,5	26,7	100,0
	Total	610	84,0	100,0	
Missing	System	116	16,0		
Total		726	100,0		

Table 14: Types of wine

$Types_of_wine Frequencies				
		Responses		Percent of Cases
		N	Percent	
Types of wine[a]	Bulk wine	380	31,2%	62,3%
	Bottled wine	587	48,2%	96,2%
	Sparkling wine	250	20,5%	41,0%
Total		1217	100,0%	199,5%
a. Group				

Table 15: The most drunk type of wine

The most drank type of wine					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bulk wine	124	17,1	20,3	20,3
	Bottled wine	461	63,5	75,6	95,9
	Sparkling wine	25	3,4	4,1	100,0
	Total	610	84,0	100,0	
Missing	System	116	16,0		
Total		726	100,0		

Table 16: Willingness to pay for a bottle of wine in the shop

The amount of money that is willing to pay for the wine in the shop					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 50 CZK	3	,4	,5	,5
	51 - 100 CZK	70	9,6	11,5	12,0
	101 - 150 CZK	196	27,0	32,1	44,1
	151 - 200 CZK	117	16,1	19,2	63,3
	201 - 300 CZK	33	4,5	5,4	68,7
	301 - 400 CZK	14	1,9	2,3	71,0
	More than 400 CZK	12	1,7	2,0	73,0
	Up to 3 EUR	6	,8	1,0	73,9
	3 - 5 EUR	30	4,1	4,9	78,9
	5 - 7 EUR	56	7,7	9,2	88,0
	7 - 10 EUR	47	6,5	7,7	95,7
	10 - 15 EUR	15	2,1	2,5	98,2
	15 - 20 EUR	4	,6	,7	98,9
	More than 20 EUR	7	1,0	1,1	100,0
	Total	610	84,0	100,0	
Missing	System	116	16,0		
Total		726	100,0		

Table 17: Willingness to pay for a bottle of wine in the restaurant

The amount of money that is willing to pay for the wine in the restaurant					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 100 CZK	11	1,5	1,8	1,8
	101 - 200 CZk	178	24,5	29,2	31,0
	201- 300 CZK	168	23,1	27,5	58,5
	301 - 500 CZK	65	9,0	10,7	69,2
	501 - 700 CZK	17	2,3	2,8	72,0
	701 - 1000 CZK	4	,6	,7	72,6
	More thn 1000 CZK	2	,3	,3	73,0
	Up to 10 EUR	18	2,5	3,0	75,9
	10 - 15 EUR	44	6,1	7,2	83,1
	16 - 20 EUR	53	7,3	8,7	91,8
	21 - 30 EUR	36	5,0	5,9	97,7
	31 - 40 EUR	11	1,5	1,8	99,5
	41 - 50 EUR	1	,1	,2	99,7
	More than 50 EUR	2	,3	,3	100,0
	Total	610	84,0	100,0	
Missing	System	116	16,0		
Total		726	100,0		